

3. Educational program

3.1 Profile of the educational program "Pharmaceutical management "

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, Safety and Quality Management
Level of higher education and qualification name in the original language	bachelor's degree specialty "Management"
Official name of the educational program	«Pharmaceutical management»
Compliance with the standard of higher education of MES of Ukraine	Compliance with standards of higher education of MES in Ukraine
Diploma type and volume of the educational program	Bachelor's degree, 240 credits ECTS, training period 3 years 10 months
Accreditation	accredited by the Ministry of Education and Science of Ukraine, till 01.07. 2024, on the basis of the order of the Ministry of Education and Science of Ukraine dated December 19, 2016 No. 1565
Cycle/Level	NFQ of Ukraine – level 6, FQ-EHEA –first cycle, EQF-LLL – level 6
Preconditions	general secondary education; conditions of admission to the program are regulated by the Rules of admission to DTEU.
Language(s) of instruction	Ukrainian
Duration	until July 1, 2025
Educational Program Link	https://knute.edu.ua
2 –Educational program aim	
Training of specialists, capable on the basis of learning basic management concepts and principles, to carry out professional activities aimed at the formation of an effective management system in pharmaceutical industry and trade organizations, to ensure the adoption of effective management decisions for ensuring the safety and proper quality of pharmaceutical industry products.	
3 –Characteristics of the educational program	
Subject area	<ul style="list-style-type: none"> - Object of study: management of organizations and their divisions. - Learning goals: training of 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.

	<ul style="list-style-type: none"> - Theoretical content of the subject area: paradigms, laws, regularities, principles, historical prerequisites for the development of management; concepts of systemic, situational, adaptive, anticipatory, anti-crisis, innovative, project management, etc.; functions, methods, technologies and managerial decisions in management. - Methods, techniques and technologies: general scientific and specific research methods (calculation-analytical, economic-statistical, expert assessment, factual, sociological, documentary, balance, etc.); methods of management functions implementing (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 of justification of management decisions (economic analysis, simulation modeling, decision tree, etc.). - Tools and equipment: up-to-date information and communication equipment, information systems and software products used in management.
Educational program orientation	<p>Educational and professional, applied, research.</p> <p>The program consists of disciplines of social and humanitarian, fundamental natural and scientific, professional and practical training.</p> <p>The program focuses on the formation and development of pharmaceutical management competencies and provides: dynamic, integrative and interactive mastering of modern methods of development and management solutions implementation; formation and development of abilities to establish an effective management system in the pharmaceutical industry and the processes that ensure it; conducting research and analyzing its functioning, ensuring the safety of pharmaceutical industry products; quality management of pharmaceutical industry products and enterprises of this industry in general.</p>
The main focus of the educational program	<p>The formation of professional competence regarding the ability to solve complex specialized tasks and practical problems in the field of professional activity in the process of learning using certain theories and methods of pharmaceutical management.</p> <p>Key words: management, enterprise, pharmaceutical industry, system approach, trade, marketing, logistics, commodity science, trade organization, management decisions, sales management, risk management.</p>
Specific requirements	<p>The cycle of general and practical training includes disciplines, the study of which will allow mastering theoretical knowledge and practical skills regarding the functioning and development of an effective pharmaceutical management system.</p>
4 –Career opportunities and further learning	

Career opportunities	<p>The specialist is able to perform professional work according to the National Classifier of Ukraine "Profession Classifier"</p> <p>The graduate is suitable for employment in accordance with the National Classifier of Professions DK 003:2010:</p> <p>1222.1 Production director; head of production</p> <p>1231 Heads of financial, accounting, economic, legal and administrative departments and other heads</p> <p>1312 Heads of small enterprises without management apparatus in industry</p> <p>1314 Heads of small enterprises without management apparatus in wholesale and retail trade</p> <p>1452 Managers in wholesale trade.</p> <p>1482 Managers in health care</p> <p>1483 Managers in the social sphere</p> <p>1493 Managers of quality systems</p> <p>2224 Professionals in the field of pharmacy</p> <p>2225 Professionals in the field of medical and preventive care</p> <p>2471 Quality control professionals</p> <p>2418.2 Specialist-analyst in commodity market research.</p> <p>3436.1 Assistant to the head of the enterprise (institution, organization); head of the section.</p> <p>3419 Trade inspector.</p> <p>3419 Supply organizer.</p> <p>3415 Trade representative.</p> <p>Under the conditions of acquiring relevant experience, the specialist can adapt to the following areas of related professional activity: economic, marketing, foreign economic, educational, research.</p>
Further learning	<p>The possibility of studying at the second (master's) level of higher education according to the program of the second cycle of FQ-EHEA, 7th level of EQF-LLL and 7th level of NQF of Ukraine</p>
5 – Training and assessment	
Teaching and learning	<p>The teaching style is focused on student-centered, problem-oriented learning and self-learning. Combined approach to education: a combination of traditional and non-traditional teaching methods with the use of thematic, problem-based, review lectures, including with the participation of practitioners, presentations, discussions, application of the case-study method with solving real problems, solving calculation and analytical problems and situational problems, work in small groups, independent work of students, preparation of coursework, practical training (including educational training), consultations of teachers.</p>
Assessment	<p>Types of control: current, final.</p> <p>Forms of control: oral and written survey, test and individual tasks, performance of analytical and situational exercises, essays, digests, defense of individual and team projects, reports on practical training, written exams, final certification (defense of qualification work), etc.</p> <p>The evaluation is carried out in accordance with the "Regulations on the results evaluation of students' and postgraduate students at DTEU" and the "Regulations on the organization of the educational process of students".</p>

6 –Program competences

Integral Competence (IC)	<p>The ability to solve complex specialized tasks and practical problems, which are characterized by complexity and uncertainty of conditions, in the field of pharmaceutical management or in the learning process, which involves the application of theories and methods of social and behavioral sciences.</p>
General Competence (GC)	<ol style="list-style-type: none"> 1. The ability to realize one's rights and responsibilities as a member of society, to realize the values of civil (democratic) society and the need for its sustainable development, the rule of law, the rights and freedoms of a person and a citizen in Ukraine. 2. The ability to preserve and multiply moral, cultural, scientific values and multiply the 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, techniques and technologies, use different types and forms motor activity for active recreation and leading a healthy lifestyle. 3. Ability to abstract thinking, analysis, synthesis. 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 form. 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 conduct research at the 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).
Professional Competence (PC)	<ol style="list-style-type: none"> 1. Ability to identify and describe organizational characteristics. 2. Ability to analyze the results of the organization's activities, compare them with the factors influencing the external and internal environment. 3. Ability to determine the prospects of the organization's development. 4. Ability to determine the functional areas of the organization and the connections between them. 5. Ability to manage the organization 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. The ability to evaluate the work performed, ensure their quality and motivate the organization's personnel. 11. Ability to create and organize effective communications in the management process.

	<ol style="list-style-type: none"> 12. Ability to analyze and structure problems of the organization, form reasonable solutions. 13. Understand the principles and norms of law and use them in professional activities. 14. Understand the principles of psychology and use them in professional activities. 15. Ability to form and demonstrate leadership qualities and behavioral skills. 16. The ability to develop strategies for the development of the pharmaceutical business, organize the main and auxiliary processes in pharmaceutical companies, pharmacy chains, develop measures to optimize their commercial and production activities. 17. The ability to form an assortment 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 and safety control.
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7 –Program learning outcomes (PLO)

	<ol style="list-style-type: none"> 1. To know one's rights and responsibilities as a member of society, 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, and scientific values and multiply the achievements of society, use various types and forms of motor activity to lead a healthy lifestyle. 3. Demonstrate knowledge of theories, methods and functions of management, modern concepts of leadership. 4. Demonstrate skills in identifying problems and justifying management decisions. 5. Describe the content of the organization's functional areas. 6. Demonstrate the skills of searching, collecting and analyzing information, calculating indicators to substantiate management decisions. 7. Demonstrate organizational design skills. 8. Apply management methods to ensure the effectiveness of the organization's activities. 9. Demonstrate interaction, leadership, and teamwork skills. 10. Have the skills to justify effective tools for motivating the organization's personnel. 11. Demonstrate the skills of situation analysis and communication in various areas of the organization. 12. Assess the legal, social and economic consequences of the organization's functioning. 13. Communicate orally and in writing in national and foreign languages. 14. Identify the causes of stress, adapt yourself and team members to a stressful situation, find means to neutralize it. 15. Demonstrate the ability to act in a socially responsible and socially conscious manner based on ethical considerations (motives), respect for diversity and interculturality. 16. Demonstrate the skills of independent work, flexible thinking, openness to new knowledge, be critical and self-
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	<p>critical.</p> <p>17. 17. Carry out research individually and/or in a group under the guidance of a leader.</p> <p>18. 18. Develop strategies for the development of pharmaceutical business, organize basic and auxiliary processes in pharmaceutical companies, pharmacy chains, develop measures to optimize their commercial and production activities.</p> <p>19. 19. Form the assortment 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 and safety control.</p>
8 –Resource support for program implementation	
Academic staff	<p>The Department of Commodity Science, Safety and Quality Management of SUTE is responsible for graduating and training specialists. The head of the chair has the scientific degree of Doctor of Sciences and the academic title of professor.</p> <p>96% of teachers who provide the process of training bachelors under the educational program "Pharmaceutical Management" have a scientific degree and/or an academic title.</p> <p>Labor contracts have been concluded with all scientific and pedagogical workers.</p> <p>The participation of foreign specialists and practitioners in the teaching of the disciplines for the cycle of professional training is possible.</p>
Facilities	<p>Availability of premises for conducting educational classes and control measures - 4 m² per person.</p> <p>40% of classrooms are equipped with multimedia equipment. There is a specialized computer class with modern hardware and software resources that ensure high-quality training of bachelors according to the educational program.</p> <p>Infrastructure of SUTE: libraries, including a reading room, food outlets, an assembly hall, gyms, a stadium, a medical center, dormitories.</p>
Informational, teaching and learning materials	<p>General scientific and special sources of information on trade management, educational and methodological and monographic literature, information resources of the distance learning system and the Internet.</p> <p>There is an access to databases of periodical scientific publications in English of a relevant or related profile (shared use of databases by several educational institutions is allowed).</p> <p>There is an official website of SUTE, which contains basic information about its activities (structure, licenses and accreditation certificates, educational / educational-scientific / publishing / attestation (scientific personnel) activities, educational and scientific structural units and their composition, list of educational discipline, admission rules, contact information): https://knute.edu.ua</p> <p>The Distance Learning Support Department of SUTE has educational and methodological materials for the educational disciplines of the curriculum: http://dist.knute.edu.ua/</p>

9 –Academic Mobility	
National Credit Mobility	Short-term study of students of all educational levels (except for bachelors of the first year of study) on predetermined courses with obtaining credits at universities of member countries of the Erasmus+ Program with mandatory recognition of study results (re-enrollment of credits) in the period from 3 months (minimum) to 12 months (maximum). For internship/practice - from 2 to 12 months.
International Credit Mobility	International credit mobility is implemented through the conclusion of agreements on international academic mobility Erasmus + Option K1 / Credit mobility, about double graduation, about long-term international projects that involve student training and the issuance of a double diploma, etc.
Training of Foreign Students	Conditions and features of the educational program in the context of studying foreign citizens: knowledge of the Ukrainian language at a level not lower than B1.

3.2. List of educational program components and their logical order

3.2.1. Educational Program components

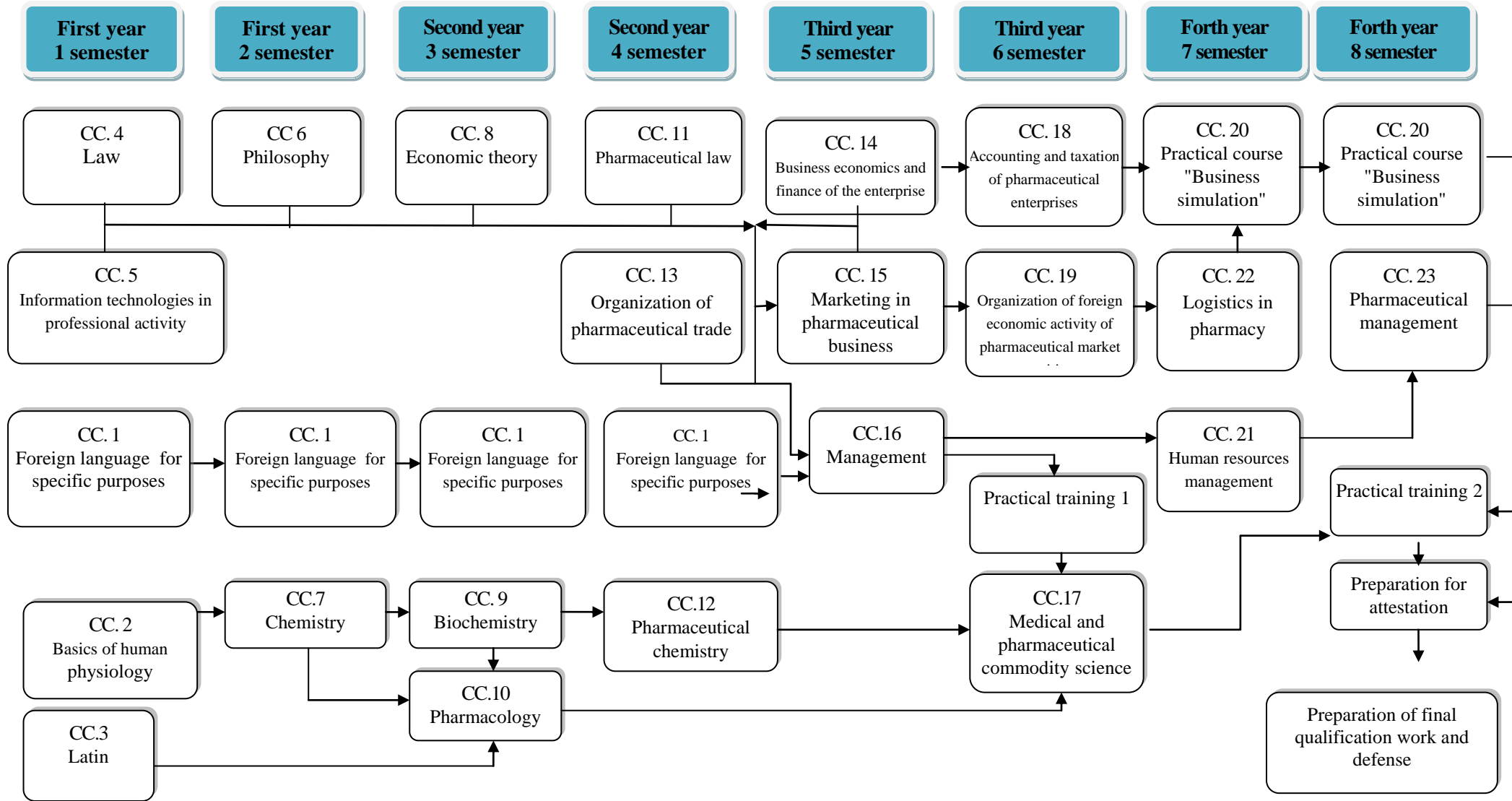
№	Educational Program components (disciplines, term projects (papers), work-based learning, qualification exam, graduate paper)	Total credits
1	2	3
Compulsory components of EP		
CC 1	Foreign language for specific purposes	24
CC 2	Basics of human physiology	6
CC 3	Latin	6
CC 4	Law	6
CC 5	Information technologies in professional activity	6
CC 6	Philosophy	6
CC 7	Chemistry	6
CC 8	Economic theory	6
CC 9	Biochemistry	6
CC 10	Pharmacology	6
CC 11	Pharmaceutical law	6
CC 12	Pharmaceutical chemistry	6
CC 13	Organization of pharmaceutical trade	6
CC 14	Business economics and finance of the enterprise	6
CC 15	Marketing in pharmaceutical business	6
CC 16	Management	6
CC 17	Medical and pharmaceutical commodity science	6
CC 17.1	Term paper (TP) on medical and pharmaceutical commodity science	3
CC 18	Accounting and taxation of pharmaceutical enterprises	6
CC 19	Organization of foreign economic activity of pharmaceutical market	6

	entities	
CC 20	Practical course "Business simulation"	9
CC 21	Human resources management	6
CC 22	Logistics in pharmacy	6
CC 23	Pharmaceutical management	6
Total credits for compulsory components		162
Optional components of EP		
OC 1	Safety of pharmacological agents	6
OC 2	Life safety	6
OC 3	Business security	6
OC 4	Business planning	6
OC 5	Biosafety and bioethics	6
OC 6	Biotechnology	6
OC 7	Higher and applied mathematics	6
OC 8	Ecology	6
OC 9	Electronic commerce in pharmacy	6
OC 10	Business ethics	6
OC 11	Protection of consumer rights	6
OC 12	Innovative management	6
OC 13	Intellectual property	6
OC 14	Information wars	6
OC 15	Logic	6
OC 16	Marketing researches	6
OC 17	Medical insurance	6
OC 18	Customs business	6
OC 19	International trade	6
OC 20	International economic relations	6
OC 21	Microbiology with the basics of immunology	6
OC 22	Microbiology and sanitation	6
OC 23	Appropriate pharmaceutical practices	6
OC 24	Business security organization	6
OC 25	Business law	6
OC 26	Consumer behavior	6
OC 27	Psychology	6
OC 28	Psychology of business communication	6
OC 29	Legal support of information security	6
OC 30	Advertising	6
OC 31	Resource science of herbs	6
OC 32	World market of goods and services	6
OC 33	Social pharmacy	6
OC 34	Market statistics of goods and services	6
OC 35	Standardization of medicines	6
OC 36	Technology of procurement and processing of medicinal plant raw materials	6
OC 37	Theory of organizations	6
OC 38	Risk management	6
OC 39	Commodity science. Medical products	6
OC 40	Commodity science. Products for special medical purposes	6
OC 41	Pharmacognosy	6

OC 42	Pricing	6
The total amount of optional components		72
Practical training		
Practical training 1		3
Practical training 2		6
Total		9
Attestation		
Preparation for attestation		3
Completion of the final qualification work and defense		6
Total		9
THE TOTAL AMOUNT OF EDUCATIONAL PROGRAM		240

*The form of final control is an exam for all components of the educational program

3.2.2. Structural and logical scheme of EP



3.3.3. Final Assessment

Attestation is carried out in the form of public defense of qualification work. The final qualification work should involve the solution of a complex specialized task or practical problem in the field of pharmaceutical enterprise 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 cheating in the qualification work. The qualification work must be published on the official website of SUTE.

4.1. Program Competences and EP Compulsory Components Matrix

Components Competences		CC1	CC2	CC3	CC4	CC5	CC6	CC7	CC8	CC9	CC10	CC11	CC12	CC13	CC14	CC15	CC16	CC17	CC18	CC19	CC20	CC21	CC22	CC23	
<i>General competences</i>	1	+			+		+					+									+	+			
	2	+	+		+	+	+					+		+	+	+		+			+	+			
	3						+	+	+	+	+	+	+		+	+	+	+	+		+			+	
	4	+	+	+		+		+	+	+	+		+	+	+		+	+	+		+	+	+	+	
	5		+			+	+	+	+	+	+	+	+	+	+	+	+	+	+			+	+	+	+
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	7	+		+															+						+
	8					+	+									+	+		+	+		+			+
	9		+	+	+				+			+			+							+			
	10		+			+			+		+			+	+		+		+		+	+		+	
	11							+				+			+	+		+			+		+		+
	12					+									+	+	+	+	+			+	+	+	+
	13	+		+		+																	+		
	14	+		+									+		+	+		+			+			+	+
	15							+									+								
<i>Special competences</i>	1								+													+			
	2															+		+	+	+	+	+	+	+	
	3	+													+			+	+	+	+	+	+	+	
	4									+			+						+			+			+
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	6					+	+				+	+					+	+					+		+
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4.2. Program Competences and Optional Components Matrix

Components Compe tences		OC1	OC2	OC3	OC4	OC5	OC6	OC7	OC8	OC9	OC10	OC11	OC12	OC13	OC14	OC15	OC16	OC17	OC18	OC19	OC20	OC21	OC22	OC23	OC24	OC25	OC26	OC27	OC28	OC29	OC30	OC31	OC32	OC33	OC34	OC35	OC36	OC37	OC38	OC39	OC40	OC41	OC42									
		OC1	OC2	OC3	OC4	OC5	OC6	OC7	OC8	OC9	OC10	OC11	OC12	OC13	OC14	OC15	OC16	OC17	OC18	OC19	OC20	OC21	OC22	OC23	OC24	OC25	OC26	OC27	OC28	OC29	OC30	OC31	OC32	OC33	OC34	OC35	OC36	OC37	OC38	OC39	OC40	OC41	OC42									
<i>General competences</i>	1			+	+							+		+								+																														
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<i>Special competences</i>	1				+																																															
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5.1. Program learning outcomes (PLO) and Compulsory Components Matrix of EP

Components PLO	CC1	CC2	CC3	CC4	CC5	CC6	CC7	CC8	CC9	CC10	CC11	CC12	CC13	CC14	CC15	CC16	CC17	CC18	CC19	CC20	CC21	CC22	CC23
1				+							+												
2		+				+											+						
3													+		+	+					+		+
4						+										+					+		+
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6					+		+	+	+			+	+			+		+		+	+		+
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17							+		+	+							+			+	+		
18														+	+		+					+	+
19		+					+		+	+					+		+		+	+			

