

**COURSE DATA****DATA SUBJECT**

Code: 34072
Name: Pharmaceutical Management and Planning
Cycle: Undergraduate Studies
ECTS Credits: 4.5
Academic year: 2026-27

STUDY (S)

Degree	Center	Acad. year	Period
1201 - Degree in Pharmacy	Facultat de Farmàcia i Ciències de l'alimentació	4	First quarter
1211 - Double Degree in Pharmacy and Human Nutrition and Dietetics	Facultat de Farmàcia i Ciències de l'alimentació	4	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1201 - Degree in Pharmacy	Pharmaceutical management and planning	COMPULSORY
1211 - Double Degree in Pharmacy and Human Nutrition and Dietetics	Asignaturas obligatorias del PDG Farmacia-Nutrición Humana y Dietética	COMPULSORY

COORDINATION

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SUMMARY

The subject 'Pharmaceutical Management and Planning' examines the economic factors affecting the pharmaceutical industry. This course aims to present students with concepts and general knowledge useful for management and planning in various professional areas, such as the pharmaceutical industry, cosmetics and skin care, the hospital environment, and pharmacy. It serves as a complement to the graduate training of future technicians, aiming to bring them closer to the realities of the work of pharmacy professionals in the aforementioned fields.

PREVIOUS KNOWLEDGE



RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

There are no registration restrictions, regarding other requirements.

COMPETENCES / LEARNING OUTCOMES

1201 - Degree in Pharmacy

Act with autonomy in learning, making informed decisions in different contexts, issuing judgements based on experimentation and analysis, and transferring knowledge to new situations.

Collaborate effectively in work teams, assuming responsibilities and leadership roles and contributing to collective improvement and development.

Contribute to the design, development and implementation of solutions that respond to social demands, taking into account the Sustainable Development Goals as a reference.

Demonstrate critical and self-critical thinking in the field of the degree programme, considering aspects such as professional ethics, moral values and the social implications of the different activities carried out.

Have basic knowledge of clinical management, health economics and efficient use of health resources.

Know and understand, within the field of the degree programme, gender inequalities in society; integrate different needs and preferences based on sex and gender into the design of solutions and problem solving.

Know how to communicate effectively, both orally and in writing, adapting to the characteristics of the situation and the audience.

Know how to recognise, analyse and solve new problems and develop and defend arguments.

Know how to supply and dispense medicines and other health-related products in pharmacies, hospitals, pharmaceutical distribution and industrial settings.

Know the management and operation of a pharmacy or hospital pharmacy service.

Module: Legislation and Social Pharmacy. Know and apply management techniques in all aspects of pharmaceutical activities.

Propose creative and innovative solutions to complex situations or problems within the field of knowledge, to respond to diverse professional and social needs.

Understand the process of acquiring, storing, preserving, dispensing and invoicing of medicines and pharmaceutical products.

DESCRIPTION OF CONTENTS



1. BLOCK 1: QUALITY AND HEALTH PLANNING

Topic 1. Quality in Health Care

- 1.1 Concept and evolution
- 1.2 Quality of care
- 1.3 Accreditation of health services

Topic 2. Health Planning and Organization

- 2.1 Health Organization
- 2.2 Health policy
- 2.3 Health management
- 2.4 Health planning

2. BLOCK 2: BUSINESS ANALYSIS

Topic 3. The company and its functions

- 3.1. Company, Ownership and Control
- 3.2. Enterprise subsystems
- 3.3. Analysis of the company and its environment
- 3.4. CSR and Compliance

Topic 4. Pharmaceutical companies

- 4.1. pharmaceutical laboratories
- 4.2. Pharmacy office
- 4.3. Hospital Pharmacy Service

Topic 5. Entrepreneurship

- 5.1 Role of the entrepreneur
- 5.2 Business plan and model
- 5.3 Financing
- 5.4 Innovation ecosystems
- 5.5 Steps to create a company

3. BLOCK 3: RESOURCE MANAGEMENT

Topic 6. Economic-Financial Management

- 6.1 Balance and situation
- 6.2 Income statement
- 6.3 Economic-financial ratios
- 6.4 Balance point



Topic 7. Tax Management

- 7.1 VAT, Equivalence Surcharge, Personal Income Tax
- 7.2 Corporate tax
- 7.3 Price of medicines

Topic 8. Human Resources Management

- 8.1 The role of HR and its policies
- 8.2 Performance management
- 8.3 Talent management
- 8.4 Conflict management
- 8.5 HR in the Pharmacy Office

Topic 9. Marketing Management

- 9.1 Market research
- 9.2 The 4Ps of Marketing
- 9.3 Customer orientation
- 9.4 Loyalty, promotional campaigns and ICTs

Topic 10. Product management

- 10.1 Medications
- 10.2 Parapharmacy products

4. BLOCK 4: HEALTH MANAGEMENT

Topic 11. Optimal Stock Management

- 11.1 Rational analysis
- 11.2 Types of stock
- 11.3 Stock management
- 11.4 Stock rotation

Topic 12. Pharmacoeconomics

- 12.1 Types of evaluations
- 12.2 Deterministic models
- 12.3 Probabilistic models

Topic 13. Pharmacotherapy Management

- 13.1 Selection: available methods
- 13.2 Acquisition: auctions and acquisition of medicines
- 13.3 Storage: types of stores and conditions
- 13.4 Elaboration: laboratories and technical categories
- 13.5 Dispensing: types of health prescriptions



5. SEMINARS

The seminars are designed to reinforce theoretical/practical aspects discussed in theory classes. The seminars include visits to drug distribution centers, computer programs for optimal management and dispensing, as well as understanding the importance of ethics in business decisions, knowing the main annual accounts, which are the Balance Sheet and the Income Statement, and knowing how to calculate the break-even point, which is the level of sales that a company needs to reach zero profit. In addition, the seminars will allow the students to develop a Business Plan, combining the theoretical concepts addressed in the different blocks of the subject in a group manner.

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Tutorials	2,00
Theory	33,00
Seminar	10,00
Total hours	45,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	15,00
Independent study and work	30,00
Preparation of lessons	10,00
Preparation for assessment activities	0,00
Resolution of case studies	5,00
Total hours	60,00

TEACHING METHODOLOGY

A combination of teaching methods will be applied to achieve the proposed objectives. These will initially be clearly explained to the students.

Lectures

In the lectures, the teaching method known as exposition –participation will be mainly applied. This, will impulse teacher-students students-students interactions.



As a script, the teachers of the module will provide the students with some slides used in the exposition of each topic by using the informatics application of the University (<http://moodle.uv.es>). The student will be able to prepare his/her own didactic material from the slides, the content of the lectures and the recommended bibliography.

Seminars

The students, in teams and individually, will apply the skills acquired in the lectures. The teaching methodology will be Brainstroming technique, search through different sources (written, informatics, interviews to entrepreneurs, etc.), practical exercises and workshops given by an invited person related to pharmaceutical management.

EVALUATION

The two blocks taught by the two departments involved will be evaluated together. The final mark will be calculated based on the following scheme:

Final written exam of knowledge and skills: 70%

Seminars: 30%

In the seminars, the analytical attitude, participation and the delivery and evaluation of the corresponding task will be evaluated within the deadline indicated in the virtual classroom.

The continuous evaluation activities, which in this subject state that they are seminars, are MANDATORY ATTENDANCE and, therefore, NON-RECOVERABLE, in accordance with the provisions of article 6.5 of the UV Assessment and Qualification Regulations for Undergraduate Degrees and Master. Therefore, a minimum of 80% of the hours dedicated to the seminars must be attended, adequately justifying the remaining sessions, only for reasons of force majeure.

The copying or manifest plagiarism of any task that is part of the evaluation will mean the impossibility of passing the subject, subjecting themselves to the appropriate disciplinary procedures. Keep in mind that, in accordance with article 13. d) of the University Student Statute (RD 1791/2010, of December 30), it is the duty of a student to refrain from the use or cooperation in fraudulent procedures in the evaluation tests, in the work carried out or in official documents of the university.

Oral examinations may also be conducted as part of the assessment.

USE OF ARTIFICIAL INTELLIGENCE. The use of Artificial Intelligence, and any other similar tools, will be permitted in both classroom and independent work, provided that the student includes a



responsible use statement with each task, specifying how the AI has been used, the source, and which parts of the work have been affected.

According to the guidelines of the CAT of Pharmacy (May 14, 2012), students who do not undertake the theory exam but have participated and note any / s of the rest of teaching activities carried out (seminars, tutorials) will be assessed as not presented at the first call, but if they do not take part in the final written exam, the final mark will appear on the second call will take into account the marks obtained in the various previous activities and thus may appear as pending.

REFERENCES

- Dominguez-Gil, A., Soto, J. (2002). Farmacoeconomía e investigación de resultados en salud: Principios y práctica. Real Academia Nacional de Farmacia.
- Drummond, M.F., Sculper, M.J., Torrance, G.W., O'Brien, B.J., Stoddart, G.L. (2005). Methods for the Economic Evaluation of Health Care Programmes. Third Edition. Oxford University Press. London.
- Johnson, G. y Scholes, K. (2010): Fundamentos de estrategia, Ed. Pearson, Madrid.
- Guerras, L.A. y Navas, J.E. (2012): La dirección estratégica de la empresa, Teoría y aplicaciones. Ed. Thompson-Cívitas, Madrid, 4ª edición.
- Iborra, M., Dasí, Á., Dolz, C., & Ferrer, C. (2014). Fundamentos de dirección de empresas. España: Paraninfo.
- Castro, I. (2016): De la start-up a la empresa. Ed Pirámide, Madrid.
- Robbins, Stephen P., Coulter, Mary K., DeCenzo, David A. (2017). Fundamentals of Management, Harlow, England : Pearson, 2017. Tenth edition, Global Edition.