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FACULTY OF PHARMACY STUDY PROGRAM 0916.1 PHARMACY CHAIR OF SOCIAL PHARMACY "VASILE PROCOPISIN"

APPROVED

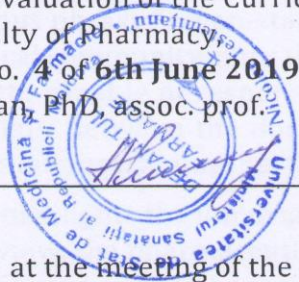
at the meeting of the Commission for Quality Assurance and Evaluation of the Curriculum,

Faculty of Pharmacy

Minutes no. 4 of 6th June 2019

Chairman, PhD, assoc. prof.

UNCU Livia



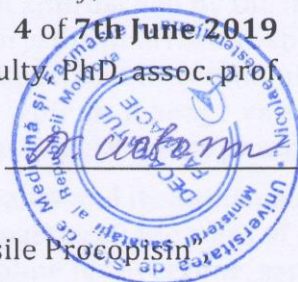
APPROVED

at meeting of the Council of the Faculty of Pharmacy,

Minutes no. 4 of 7th June 2019

Dean of Faculty, PhD, assoc. prof.

CIOBANU Nicolae



APPROVED

at the meeting of the chair of social pharmacy „Vasile Procopisin

Minutes no. 10 of 29th May 2019

Head of chair, PhD, assoc. prof.

BRUMAREL Mihail

SYLLABUS

DISCIPLINE: ENTREPRENEURSHIP IN PHARMACEUTICAL ACTIVITY

Integrated studies

Type of course: **Optional discipline**

Chisinau, 2019



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I. PRELIMINARIES

- **General presentation of the discipline: place and role of the discipline in the formation of specific competences of the professional/specialty training program**

Pharmaceutical entrepreneurship as additional discipline is included in studies plan of pharmacy faculty because of practical importance of issues related to argumentation of efficiently founding and planning of pharmaceutical enterprise activity.

- **Mission of the curriculum (aim) in professional training**

Entrepreneurship in pharmaceutical activity is aiming to integrate the knowledge obtained in the area of management and pharmaceutical legislation with the knowledge obtained in the area of pharmaceutical marketing, in order to ensure effective social and economic activities of the pharmaceutical enterprise.

- **Languages of training the discipline:** Romanian, English;
- **Beneficiaries:** students of the V year, faculty of Pharmacy, specialty Pharmacy.

II. MANAGEMENT OF THE DISCIPLINE

Code of discipline		S.08.A.083	
Name of the discipline		Entrepreneurship in pharmaceutical activity	
Person in charge of the discipline		Vladimir Safta, PhD, professor.	
Year	V	Semesters	IX
Total number of hours, including:			60
Course	14	Practical hours	-
Seminars	28	Self-training	18
Form of assessment	DC	Number of credits	2

III. TRAINING OBJECTIVES IN THE DISCIPLINE

At the end of the discipline study the student will be able to:

at the level of knowledge and understanding:

- ✓ legislative base of pharmaceutical entrepreneurship;
- ✓ knowledge of social pharmaceutical entrepreneurship essence and possibilities of its application in practice;
- ✓ knowledge of innovative entrepreneurship concept and possibilities of its implementation in pharmaceutical field.
- ✓ learning of pharmaceutical enterprises activity characteristics with different organization form;
- ✓ knowledge of principles and particularities of pharmaceutical entrepreneurship activity based



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- upon ethical and deontological norms in relations with partners;
- ✓ ethics in pharmaceutical entrepreneurship;
- ✓ legal aspects of pharmaceutical companies activity;
- ✓ acquiring knowledge of legal protection of pharmaceutical companies;
- ✓ social pharmaceutical entrepreneurship;
- ✓ learning of principles and management modalities of pharmaceutical enterprise' finances;
- ✓ innovative entrepreneurship in pharmaceutical field.

at the level of application:

- ✓ organization of pharmaceutical enterprise activity with different organization form;
- ✓ acquiring of practical skills regarding efficiency of pharmaceutical enterprise activity;
- ✓ assurance of possibility of pharmaceutical enterprise establishment;
- ✓ to be able to develop a business plan of pharmaceutical enterprise and analysis of its probability;
- ✓ to acquire skills regarding methods and working procedures to determine efficiency of pharmaceutical company activity.

at the level of integration:

- ✓ correlation of efficiency between quality of pharmaceutical services offered and entrepreneur activity;
- ✓ profitability of pharmaceutical company;
- ✓ growing development of pharmaceutical enterprise;
- ✓ positive image of pharmaceutical enterprise in healthcare system framework and whole society as well.

IV. PROVISIONAL TERMS AND CONDITION

Knowledge and understanding of basic notions regarding licensing and accreditation of pharmaceutical enterprises, theoretical bases of pharmaceutical management and marketing, particularities of pharmacy management, pharmaceutical supply, quality of pharmaceutical services, economical evidence, management of human resources, communication principles.

Practical use of organization principles of pharmaceutical enterprise's activity, of pharmaceutical market analysis methods, of methods and working procedures in economic analysis of automated informational systems.

Integration of knowledge about medicines with provision of quality pharmaceutical services; knowledge about management and pharmaceutical legislation with efficient realization of pharmaceutical enterprise's functions.

V. THEMES AND ESTIMATE ALLOCATION OF HOURS

No	THEME	Number of hours		
		Courses	Seminars	Individual
1.	Legal basis of pharmaceutical entrepreneurship. Law about entrepreneurship and enterprises. Law about property. Law about pharmaceutical activity. Law about licensing. Law about evaluation and accreditation in healthcare. Principles and problems of pharmaceutical entrepreneurship. Correlation of pharmaceutical company scopes.	1	2	-
2.	Forms of organization of entrepreneurship. Individual enterprise. Collective society. Commandite society. Stock company. Limited liability company. Production co-operative. Entrepreneur cooperative. Leased enterprise. State and municipal	1	4	-



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No	THEME	Number of hours		
		Cours es	Semi- nars	Indi- vidual
	enterprise. Legal organization forms of different types of pharmaceutical companies. Outlets and representations. Unions of pharmaceutical companies.			
3.	Foundation of pharmaceutical enterprises. Stages of pharmaceutical companies' foundation. Selection of legal statute. Registering of enterprise. Licensing. Accreditation. Re-registration. Reorganization and liquidation of pharmaceutical company.	2	4	4
4.	The business plan of pharmaceutical enterprise. Need of business plan. Stages of business plan development. Structure and content of basic compartments of business plan of pharmaceutical companies. Risks of pharmaceutical entrepreneurship. Application of marketing analysis. Annexes of business plan.	1	2	6
5.	Finance management of pharmaceutical enterprise. Costs of initiation of entrepreneurship in pharmaceutical domain. Financing sources of pharmaceutical companies. Financial plan. Operation costs. Reserves. Cash flows. Crediting of pharmaceutical company. Costs. Taxes. Balance of assets and liabilities.	2	4	2
6.	Efficiency of pharmaceutical enterprise. Effects of pharmaceutical company activity. Impact over health, environment, economy etc. economic appreciation of pharmaceutical company activity. Technology of operational analysis. Complex analysis. Complex multidimensional analysis of pharmaceutical company activity.	2	4	2
7.	Ethics in pharmaceutical enterprise. Ethics code of entrepreneurship. Ethical and pharmaceutical deontology code. Pharmacy image. Organizing of business contracts. Negotiations. Correspondence. Culture of telephonic calls. Business protocol. Culture of entrepreneurship language, appearance. Manners. Ethics and entrepreneur etiquette.	2	2	-
8.	Legal aspects of pharmaceutical enterprises' activity. Legal environment of pharmaceutical enterprise. Legal service of pharmaceutical company. Typical legal cases in companies' activity in court. Legal assistance offered to entrepreneur. Development of application documents.	1	2	4
9.	Social pharmaceutical entrepreneurship. Notion of social entrepreneurship. Social economy. Models of social economy. Social entrepreneurship in pharmaceutical field. Vulnerable groups of population and role of social pharmaceutical entrepreneurship. Social economy in European Union.	1	2	-
10.	Innovative entrepreneurship in pharmacy. Objectives and concept of innovative development in pharmacy. Analysis of situation regarding pharmaceutical entrepreneurship. Capacities of C-D and TT of pharmaceutical company. Creation of innovation support structures. Investments attracting. Barriers of innovative entrepreneurship and their elimination.	1	2	-
Total		14	28	18



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VI. REFERENCE OBJECTIVES OF CONTENTS UNITS

Objectives	Contents units
Theoretical-legal basis of pharmaceutical entrepreneurship	
<ul style="list-style-type: none"> ✓ to know essence of notions of pharmaceutical entrepreneurship; ✓ to know the main legal norms that regulate pharmaceutical entrepreneurship; ✓ to be able to interpret the laws that regulate pharmaceutical entrepreneurship; 	<ul style="list-style-type: none"> ✓ legal basis of pharmaceutical entrepreneurship; ✓ principles and issues of pharmaceutical entrepreneurship; ✓ mission and aim of pharmaceutical enterprise.
Initiation of pharmaceutical entrepreneurship	
<ul style="list-style-type: none"> ✓ to know particularities of different organization forms of pharmaceutical entrepreneurship; ✓ to be able to organize the foundation of any pharmaceutical enterprise; ✓ to be able to organize the pharmaceutical enterprise activity no matter what organization form is; ✓ to be able to develop business plan of pharmaceutical enterprise; 	<ul style="list-style-type: none"> ✓ forms of organization of entrepreneurship; ✓ foundation of pharmaceutical enterprises; ✓ the business plan of pharmaceutical enterprises;
Specific particularities of pharmaceutical entrepreneurship	
<ul style="list-style-type: none"> ✓ to know principles of unfolding of pharmaceutical entrepreneurship in the base of business ethics norms; ✓ to acquire the management modalities of pharmaceutical enterprise finances; ✓ to be able to develop the application documents in court for typical legal cases in pharmaceutical activity; ✓ to know essence of social pharmaceutical entrepreneurship and to be able to apply its in practice; ✓ to determine efficiency of pharmaceutical enterprise activity; ✓ to know the concept and the particularities of innovative entrepreneurship. 	<ul style="list-style-type: none"> ✓ Finance management of pharmaceutical enterprises; ✓ Activity efficiency of pharmaceutical enterprise; ✓ Legal assistance given to pharmaceutical enterprise; ✓ Social pharmaceutical entrepreneurship; ✓ Innovative entrepreneurship and its application in pharmaceutical practice.

VII. PROFESSIONAL (SPECIFIC) (SC) AND TRANSVERSALS (TC) COMPETENCES AND STUDY OUTCOMES

Professional (specific) (SC) competences:

- **PC1:** Knowledge of theoretical-legal basis of pharmaceutical entrepreneurship.
- **PC2:** Application of legal norms in organization process of pharmaceutical business and in pharmaceutical enterprise activity.
- **PC3:** Knowledge of content and the ability to develop the business plan for any pharmaceutical enterprise.
- **PC4:** Knowledge and practical application of ethics principles in pharmaceutical business.
- **PC5:** Knowledge of economical-financiar activity management of pharmaceutical business, of organization (developing documents) of appeals in court of justice, of social aspect expressing of pharmaceutical enterprise activity.

Transversals competences (TC):

- **TC1:** Identification of necessities of innovative entrepreneurship elements implementation in pharmaceutical enterprise activity.
- **TC2:** Determination of pharmaceutical enterprise life stage and application of measures specific for stage.
- **TC3:** Determination of efficiency of pharmaceutical enterprise activity.



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Study outcomes:

At the end of internship, the student will be able to:

- to know legal basis of pharmaceutical entrepreneurship;
- to acquire pharmaceutical enterprises activity characteristics with different organization forms;
- to accumulate practical skills regarding foundation of pharmaceutical enterprise;
- to accumulate practical skills of developing business plan of pharmaceutical enterprise;
- to acquire principles and management modalities of pharmaceutical companies' finances;
- to know principles and particularities of pharmaceutical entrepreneurship activity based upon ethical and deontological norms in relations with partners;
- to obtain knowledge of legal protection of pharmaceutical enterprises;
- to know essence of social pharmaceutical entrepreneurship and its practical application;
- to accumulate practical skills regarding efficiency of pharmaceutical company activity;
- to know innovative entrepreneurship concept and possibilities of its implementation in pharmaceutical field.

VIII. THE STUDENT'S SELF-TRAINING

Individual work in teaching includes study of supplementary materials for every topic from mandatory and supplementary bibliographical sources, from available databases via communication networks of legislative and normative acts regulating pharmaceutical activity.

No.	Expected product	Strategies for achieving	Evaluation criteria	Deadline
1.	Work with informational sources	Reading materials from lecture or book on respective topic. Reflection on topic in questions from topic. Knowledge and selection of supplementary informational sources on topic. Reading text with attention and essential content description. Formulation of generalizations and conclusions regarding the importance of topic/subject.	Ability to extract the essentials. Interpretative abilities. Ability of analysis.	During the semesters
3.	Presentation on the conference topic	1. Highlighting the relevant information. 2. Analysis and synthesis of information on conference topic. 3. Preparation of the presentation and its exposure in group.	The quality of presentation. The quality of exposure.	During the semesters
4.	Business plan	Each student individually will elaborate the business plan according to variant proposed by teacher and will prepare "PowerPoint" presentation of plan that he will present at conference.	The quality of plan. The quality of presentation. The quality of exposure.	During the semesters
5.	Appeal in court of justice	According to teacher's proposal, student will prepare a request in court of justice.	The quality and the reality of request.	During the semesters



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IX. SUGGESTIONS FOR METHODOLOGY IN TEACHING-LEARNING-EVALUATION

- **Teaching and learning methods used**

Course, practical classes, individual work. Courses are given by the course responsible. Practical classes are individualized. Each student individually solves problems provided in methodical indications for practical classes. At the end of classes each topic from workbook is verified and signed by teacher. For knowledge and practical skills assessment is used different interactive methods of teaching.

- **Applied teaching strategies/technologies applied** (*specific to the discipline*)

Frontal, individual activity, brainstorming sessions, discussion in group, situation of simulation of cases from practical activity, case study, work in group (teambuilding), mini-research, comparative analysis.

- **Methods of assessment** (*including the method of final mark calculation*)

Current: is made by appreciating the quality:

- a) Presentations, interactive discussions on the studied theme;
- b) Individual work, results of which will be introduced in the methodic notebook of practical works;
- c) Business plan elaborated in groups formed by 2-4 students and presented in classes or at conferences.

Final: course is finalized with a differentiated colloquium. The mark of colloquium will be calculated based on the annual average mark and on interview or written problems.

The annual average mark is calculated based on current evaluation, presentation of business plan and individual work of the student.

Annual average mark will be expressed in numbers according to the grading scale indicated in table.

Table. Method of marks rounding at the assessment stages

Grille of average marks	National system of grading	Equivalent ECTS
1,00-3,00	2	F
3,01-4,99	4	FX
5,00	5	E
5,01-5,50	5,5	
5,51-6,00	6	
6,01-6,50	6,5	D
6,51-7,00	7	
7,01-7,50	7,5	C
7,51-8,00	8	
8,01-8,50	8,5	B
8,51-8,00	9	
9,01-9,50	9,5	A
9,51-10,0	10	

Remark: Failure to appear at colloquium without good reason is recorded as "absent" and is equivalent



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to "fail" qualificative. The student has the right to 2 repeated re-examinations of the un-passed colloquium.

X. RECOMMENDED LITERATURE:

A. Compulsory:

1. Safta Vladimir, Brumărel Mihail, Ciobanu Nadejda, Adauji Stela - Management și legislație farmaceutică, - F.E.P. „Tipografia Centrală”, - Chișinău, 2012, 800 p.
2. Reglementarea activității farmaceutice. (Culegere de acte legislative și normative) / Colectiv de autori: redactor responsabil – Vasile Procopișin, Editura „Vector”, 2007, – F.E.P. “Tipografia Centrală”, – Chișinău, 2007.
3. В. Прокопишин, В. Сафта, М. Брумэрел – Основы фармацевтической деятельности, - ИПФ. „Tipografia Centrală”, - Кишинэу, 2003. – 488 с.
4. Acte legislative. Monitorul Oficial al Republicii Moldova.

B. Additional

1. Bugaian L. et. al. Antreprenoriat: inițierea afacerii. Manual. Chișinpu, 2010, 348 p.
2. Managementul afacerilor mici și mijlocii (coordonator C. Rusu); Chișinău, Ed. LOGOS, 1993.
3. Competențe antreprenoriale. Suport de curs.
(http://feminis.lumina.org/images/pdf/suport_de_curs...).
4. Gortolomei V., Roman C., Solcan A. Planificarea afacerii. Ghid. Chișinău, 2003, 95 p.
5. Standardele Naționale de Contabilitate, vol. 1 și 2. Moldpres, Chișinău, 1998.
6. Rujoiu M., et. al. Ghidul antreprenoriatului. Ed. VIDIA, București, 2010, 288 p.
7. Concepția de dezvoltare a atreprenoriatului inovațional în RM. AȘM, Chișinău – 2010, 13 p.
8. Mîrza B. et al. Bazele antreprenoriatului. Curs. POSDRU (proiect). Sibiu, 2012, 154 p.