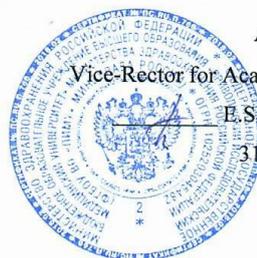


Federal State Budgetary Educational Institution of Higher Education  
"Privolzhsky Research Medical University"  
Ministry of Health of the Russian Federation



APPROVED

Vice-Rector for Academic Affairs

E. S. Bogomolova

31 August 2021

## WORKING PROGRAM

Name of the academic discipline: **PHARMACEUTICAL CONSULTING AND INFORMING**

Specialty: **33.05.01 PHARMACY**

Qualification: **PHARMACIST**

Department: **MANAGEMENT AND ECONOMICS OF PHARMACY AND PHARMACEUTICAL TECHNOLOGY**

Mode of study: **FULL-TIME**

Labor intensity of the academic discipline: **36 academic hours**

Nizhny Novgorod  
2021

The working program has been developed in accordance with the Federal State Educational Standard for the specialty 33.05.01 PHARMACY, approved by Order by Order of the Ministry of Science and Higher Education of the Russian Federation No. 219 of March 27, 2018.

**Developers of the working program:**

Maxim Alekseevich Mishchenko, PhD in pharmaceutical sciences, associate professor of the Department of management and economics of pharmacy and pharmaceutical technology.

The program was reviewed and approved at the department meeting (protocol No. 9 of 29.04.2021).

Acting head of the Department,  
PhD in pharmaceutical sciences

29.04.2021

  
\_\_\_\_\_  
(signature) I.V. Spitskaya

AGREED

Deputy Head of EMA ph.d. of biology  Lovtsova L.V.

(signature)

29.04.2021

## **1. The purpose and objectives of mastering the academic discipline PHARMACEUTICAL CONSULTING AND INFORMING (hereinafter – the discipline):**

1.1. The purpose of mastering the discipline – participation in forming the following competencies:

- universal competencies (UC-4 (4.1));
- general professional competencies (GPC-2, GPC-4, GPC-6 (6.1, 6.2, 6.4));
- professional competencies (PC-3, PC-8 (8.4), PC-9 (9.2)).

1.2. Tasks of the discipline:

1. To form a system of knowledge in the field of the use of medicines, their interchangeability, features of application, storage and destruction at home.

2. To form a system of knowledge in the field of peculiarities of drug interaction.

3. To develop skills in the field of preferential drug provision of the population.

4. To form the willingness and ability to apply knowledge and skills in the field of the use of medicines, taking into account the age of the patient's skills, skills of pharmaceutical consulting and informing during the release of medicines and pharmacy assortment goods.

5. To form skills and practical skills in the field of pharmaceutical consulting and informing categories of citizens entitled to preferential drug provision, pharmacy visitors purchasing medicines for geriatric patients and children, patients with chronic diseases, pharmacy visitors on issues of storage, destruction, admission procedure, possible side effects, symptoms-mov overdose, etc. of drugs.

6. To form skills and practical skills in the field of pharmaceutical consulting and information when choosing one drug within the framework of an international nonproprietary name.

7. To form skills and practical skills in the field of pharmaceutical consulting and information when choosing one drug within one therapeutic group, as well as when choosing related products of the pharmacy assortment and the release of medical devices and medical equipment.

8. To form interdisciplinary knowledge and skills to provide pharmaceutical care to the population.

1.3. Requirements to the deliverables of mastering the discipline

As a result of completing the discipline, the student should

### **Know:**

- provisions of regulatory legal acts regulating the circulation of drugs and other TAAs;
- current range of drugs and other TAAs for various pharmacological groups, their characteristics, active substances (international non-proprietary names);
- methods of searching and evaluating pharmaceutical information, including in resources with information on rejected drugs and other TAAs;
- principles of pharmacotherapy, taking into account pharmacokinetics and pharmacodynamics of drugs;
- a list of vital and essential drugs, a list of goods allowed for sale in pharmacy organizations along with LP;
- methods and means of informing consumers;
- formats and forms of information events for medical workers and the population;
- fundamentals of business communication and culture, professional psychology, ethics and deontology;
- features of the psychotype of the consumer: age and other personality traits;
- the specifics of the relationship "doctor-pharmacist-consumer of medicines";
- moral and ethical principles relating to the professional activities of a pharmaceutical

specialist;

- methods of pharmaceutical consulting,
- basic anatomical and physiological concepts and terms used in medicine;
- physiological characteristics of the body in different periods of life (childhood and old age, pregnancy, etc.);
- general pharmacokinetic and pharmacodynamic patterns of drugs and features of the action of drugs in healthy individuals and in pathology, types of interaction, features of pharmacotherapy in newborns and the elderly, pregnant women;
- belonging of drugs to certain pharmacological groups;
- the most important side and toxic effects, the main indications and contraindications to the use of drugs;
- the basic principles of the clinical and pharmacological approach to the choice of drugs for pharmacotherapy of major diseases.

**Be able to:**

- analyze and plan information and consulting work;
- organize awareness-raising activities for health workers and the public;
- carry out oral and written communications in communication with colleagues, consumers and suppliers;
- organize and ensure the document flow of a pharmaceutical organization, including any types of reporting, in accordance with legislative and regulatory legal acts;
- build communication with consumers of medicines, taking into account the psychological state and personal characteristics;
- use the current regulatory framework regulating medical and pharmaceutical activities, circulation of medicines, including narcotic drugs, psychotropic substances and medicines subject to subject-quantitative accounting;
- recognize conditions, complaints that require access to a medical specialist;
- assess violations of the main functional indicators of human vital activity in pathology, identify the main risk factors for a particular disease;
- be guided in the indications and contraindications for the appointment of drugs for the treatment of the most common diseases;
- provide information and advisory assistance in the selection of effective and safe drugs, taking into account the peculiarities of individual dosing;
- carry out the optimal choice of the dosage form, dose, multiplicity, duration and route of administration of the drug for the treatment of the most common symptoms, elimination of adverse reactions;
- take into account the peculiarities of the interaction of the drug with other drugs, with food;
- use the necessary medical and pharmacological Latin terminology;
- inform the consumer about the storage conditions of medicines at home.

**Possess:**

- skills in the search and use of regulatory and reference information regulating the circulation of medicines;
- basic medical and pharmaceutical terminology;
- skills in compliance with the rules of pharmaceutical ethics and deontology in relations with consumers of pharmacy products, their relatives and medical personnel of medical organizations;
- skills of pharmaceutical consulting and informing consumers of pharmacy products;
- skills in advising on groups of medicinal products and synonyms within the same international non-proprietary name and their prices;
- skills of rational replacement of the prescribed medicinal product with synonymous or similar drugs in accordance with the established procedure;

- skills in explaining to consumers of medicines the rules for taking and dosing regimen of medicines, their storage at home;
- skills in providing advice on the rules for the operation of medical devices at home;
- skills in providing information and consulting assistance in the selection of over-the-counter medicines and other pharmacy products;
- skills in providing advice on the use and compatibility of drugs, their interaction with food.

## **2. Position of the academic discipline in the structure of the General Educational Program of Higher Education (GEP HE) of the organization.**

**2.1.** The discipline refers to the core part of Block 1 of GEP HE (B1.C.39)..

The discipline is taught in the 9 semester/5 year of study.

### **2.2. The following knowledge, skills and abilities formed by previous academic disciplines are required for mastering the discipline:**

- introduction to the specialty;
- Latin;
- information support of the life cycle of medicines;
- information technologies in pharmacy;
- botany;
- physiology with the basics of anatomy;
- microbiology;
- physical and colloidal chemistry;
- pathology;
- Bioethics;
- psychology and pedagogy;
- communicative foundations of pharmaceutical activity;
- pharmacognosy;
- pharmaceutical chemistry;
- pharmacology;
- clinical pharmacology with the basics of pharmacotherapy;
- medical and pharmaceutical commodity science;
- management and economics of pharmacy;
- pharmaceutical propaedeutic practice

### **2.3. Mastering the discipline is required for forming the following knowledge, skills and abilities for subsequent academic disciplines:**

- management and economics of pharmacies.

### 3. Deliverables of mastering the academic discipline and metrics of competence acquisition

Mastering the discipline aims at acquiring the following professional (PC) competence

№	Competence code	The content of the competence (or its part)	Code and name of the competence acquisition metric	As a result of mastering the discipline, the students should:		
				know	be able to	possess
1.	UC-4	Able to apply modern communication technologies including in a foreign language(s), for academic and professional interaction	UC-4.1. Establishes and develops professional contacts in accordance with the needs of joint activities, including the exchange of information and the development of unified interaction strategy	<ul style="list-style-type: none"> <li>– methods and means of informing consumers;</li> <li>– formats and forms of information events for medical workers and the population;</li> <li>– fundamentals of business communication and culture, professional psychology, ethics and deontology;</li> <li>– features of the psychotype of the consumer: age and other personality traits;</li> <li>– the specifics of the relationship "doctor-pharmacist-consumer of medicines";</li> <li>– moral and ethical principles relating to the professional activities of a pharmaceutical specialist.</li> </ul>	<ul style="list-style-type: none"> <li>– analyze and plan information and consulting work;</li> <li>– carry out oral and written communications in communication with colleagues, consumers and suppliers;</li> <li>– build communication with consumers of medicines, taking into account the psychological state and personal characteristics;</li> <li>– recognize conditions, complaints that require access to a medical specialist;</li> <li>– provide information and advisory assistance in the selection of effective and safe drugs, taking into account the peculiarities of individual dosing.</li> </ul>	<ul style="list-style-type: none"> <li>– skills in compliance with the rules of pharmaceutical ethics and deontology in relations with consumers of pharmacy products, their relatives and medical personnel of medical organizations;</li> <li>– skills of pharmaceutical consulting and informing consumers of pharmacy products;</li> <li>– skills in advising on drug groups and synonyms within the same international non-proprietary name and their prices.</li> </ul>
2.	GPC-2	Able to apply knowledge about morphofunctional features, physiologic	GPC-2.1. Analyzes the pharmacokinetics and pharmacodynamics of medicines based on knowledge about morphofunctional	<ul style="list-style-type: none"> <li>– methods of searching and evaluating pharmaceutical information, including in resources with information on</li> </ul>	<ul style="list-style-type: none"> <li>– recognize conditions, complaints that require access to a medical specialist;</li> <li>– assess violations of the</li> </ul>	<ul style="list-style-type: none"> <li>– skills of pharmaceutical consulting and informing consumers of pharmacy products;</li> <li>– skills in</li> </ul>

		<p>al conditions and pathological processes in the human body to solve professional tasks</p>	<p>features, physiological conditions and pathological processes in the human body GPC-2.2. Explains the main and side effects of drugs, the effects of their combined use and interaction with food, taking into account morphofunctional features, physiological conditions and pathological processes in the human body GPC-2.3. Takes into account morphofunctional features, physiological conditions and pathological processes in the human body when choosing non-prescription medicinal products and other pharmacy products</p>	<p>rejected drugs and other TAAs; – principles of pharmacotherapy, taking into account pharmacokinetics and pharmacodynamics of drugs; – basic anatomical and physiological concepts and terms used in medicine; – physiological characteristics of the body in different periods of life (childhood and old age, pregnancy, etc.); – general pharmacokinetic and pharmacodynamic patterns of drugs and features of the action of drugs in healthy individuals and in pathology, types of interaction, features of pharmacotherapy in newborns and the elderly, pregnant women; – belonging of drugs to certain pharmacological groups; – the most important side and toxic effects, the main indications and contraindications to the use of drugs; – the basic principles of the clinical and pharmacological</p>	<p>main functional indicators of human vital activity in pathology, identify the main risk factors for a particular disease; – be guided in the indications and contraindications for the appointment of drugs for the treatment of the most common diseases; – provide information and advisory assistance in the selection of effective and safe drugs, taking into account the peculiarities of individual dosing; – carry out the optimal choice of the dosage form, dose, multiplicity, duration and route of administration of the drug for the treatment of the most common symptoms, elimination of adverse reactions; – take into account the peculiarities of the interaction of the drug with other drugs, with food; – use the necessary medical and pharmacological</p>	<p>advising on groups of medicinal products and synonyms within the same international non-proprietary name and their prices; – skills of rational replacement of the prescribed medicinal product with synonymous or similar drugs in accordance with the established procedure; – skills in explaining to consumers of medicines the rules for taking and dosing regimen of medicines, their storage at home; – skills in providing advice on the rules for the operation of medical devices at home; – skills in providing information and consulting assistance in the selection of over-the-counter medicines and other pharmacy products; – skills in providing advice on the use and compatibility of drugs, their interaction with food.</p>
--	--	---	---	---	--	--

				<p>approach to the choice of drugs for pharmacotherapy of major diseases.</p>	<p>Latin terminology;  – inform the consumer about the storage conditions of medicines at home.  –</p>	
3.	GPC-4	<p>Able to carry out professional activities in accordance with ethical norms and moral principles of pharmaceutical ethics and deontology</p>	<p>GPC-4.1. Carries out the interaction in the system "pharmaceutical worker-visitor of a pharmacy organization" in accordance with the norms of pharmaceutical ethics and deontology  GPC-4.2. Carries out the interaction in the system "pharmaceutical worker-medical worker" in accordance with the norms of pharmaceutical ethics and deontology</p>	<p>– provisions of regulatory legal acts regulating the circulation of drugs and other TAAs;  – fundamentals of business communication and culture, professional psychology, ethics and deontology;  – features of the psychotype of the consumer: age and other personality traits;  – the specifics of the relationship "doctor-pharmacist-consumer of medicines";  – moral and ethical principles relating to the professional activities of a pharmaceutical specialist.</p>	<p>– carry out oral and written communications in communication with colleagues, consumers and suppliers;  – build communication with consumers of medicines, taking into account the psychological state and personal characteristics.</p>	<p>– skills in compliance with the rules of pharmaceutical ethics and deontology in relations with consumers of pharmacy products, their relatives and medical personnel of medical organizations;  – skills of pharmaceutical consulting and informing consumers of pharmacy products.</p>
4.	GPC-6	<p>Able to understand the principles of modern information technologies and use them to solve the tasks of professional activity</p>	<p>GPC-6.1. Applies modern information technologies in the interaction with parties to the circulation of medicinal products taking into account the requirements of information security  GPC-6.2. Performs an effective search for information necessary to solve</p>	<p>– methods of searching and evaluating pharmaceutical information, including in resources with information on rejected drugs and other TAAs;  – methods and means of informing consumers;</p>	<p>– analyze and plan information and consulting work;  – organize awareness-raising activities for health workers and the public;  – organize and ensure the document flow of a</p>	<p>– skills in the search and use of regulatory and reference information regulating the circulation of medicines.  –</p>

			<p>the tasks of professional activity using legal reference systems and professional pharmaceutical databases</p> <p>GPC-6.4. Applies automated information systems in the internal processes of the pharmaceutical organization, as well as for interactions with customers and suppliers</p>	<p>– formats and forms of information events for medical workers and the population.</p>	<p>pharmaceutical organization, including any types of reporting, in accordance with legislative and regulatory acts.</p>	
5.	PC-3	<p>Able to carry out pharmaceutical information and consulting during the release and sale of medicines for medical use and other products of the pharmacy assortment, including with the use of medical and pharmaceutical information systems and databases</p>	<p>PC-3.1. Provides information and consulting assistance to visitors of a pharmacy organization when choosing medicines and other products of the pharmacy assortment, as well as on questions of their rational use</p> <p>PC-3.2. Informs medical professionals about medicines, their synonyms and analogues, possible side effects and interactions</p> <p>PC-3.3. Decides on the replacement of the prescribed drug with synonymous or similar drugs in the prescribed manner based on information about groups of drugs and synonyms within the same international nonproprietary name and prices for them</p> <p>PC-3.4. Uses medical and pharmaceutical information systems and databases in the implementation of pharmaceutical</p>	<p>– provisions of regulatory legal acts regulating the circulation of drugs and other TAAs;</p> <p>– current range of drugs and other TAAs for various pharmacological groups, their characteristics, active substances (international non-proprietary names);</p> <p>– methods of searching and evaluating pharmaceutical information, including in resources with information on rejected drugs and other TAAs;</p> <p>– principles of pharmacotherapy, taking into account pharmacokinetics and pharmacodynamics of drugs;</p> <p>– a list of vital and essential drugs, a list of goods allowed for sale in</p>	<p>– use the current regulatory framework regulating medical and pharmaceutical activities, circulation of medicines, including narcotic drugs, psychotropic substances and medicines subject to subject-quantitative accounting;</p> <p>– recognize conditions, complaints that require access to a medical specialist;</p> <p>– assess violations of the main functional indicators of human vital activity in pathology, identify the main risk factors for a particular disease;</p> <p>– be guided in the indications and contraindications for the</p>	<p>– skills in the search and use of regulatory and reference information regulating the circulation of medicines;</p> <p>– basic medical and pharmaceutical terminology;</p> <p>– skills of pharmaceutical consulting and informing consumers of pharmacy products;</p> <p>– skills in advising on groups of medicinal products and synonyms within the same international non-proprietary name and their prices;</p> <p>– skills of rational replacement of the prescribed medicinal product with synonymous or similar drugs in accordance with the established</p>

			<p>informing and consulting during the release and sale of medicines for medical use and other pharmacy products</p>	<p>pharmacy organizations along with LP;</p> <ul style="list-style-type: none"> <li>– methods and means of informing consumers;</li> <li>– formats and forms of information events for medical workers and the population;</li> <li>– methods of pharmaceutical consulting,</li> <li>– belonging of drugs to certain pharmacological groups;</li> <li>– the most important side and toxic effects, the main indications and contraindications to the use of drugs;</li> <li>– the basic principles of the clinical and pharmacological approach to the choice of drugs for pharmacotherapy of major diseases.</li> <li>–</li> </ul>	<p>appointment of drugs for the treatment of the most common diseases;</p> <ul style="list-style-type: none"> <li>– provide information and advisory assistance in the selection of effective and safe drugs, taking into account the peculiarities of individual dosing;</li> <li>– carry out the optimal choice of dosage form, dose, multiplicity, duration and route of administration of the drug;</li> <li>– a drug to treat the most common symptoms, eliminate adverse reactions;</li> <li>– take into account the peculiarities of the interaction of the drug with other drugs, with food;</li> <li>– use the necessary medical and pharmacological Latin terminology;</li> <li>– inform the consumer about the storage conditions of medicines at home.</li> </ul>	<p>procedure;</p> <ul style="list-style-type: none"> <li>– skills in explaining to consumers of medicines the rules for taking and dosing regimen of medicines, their storage at home;</li> <li>– skills in providing advice on the rules for the operation of medical devices at home;</li> <li>– skills in providing information and consulting assistance in the selection of over-the-counter medicines and other pharmacy products;</li> <li>– skills in providing advice on the use and compatibility of drugs, their interaction with food.</li> </ul>
6.	PC-8	Able to solve the tasks of professional activity	PC-8.4. Informs individuals and employees of the veterinary service about veterinary	– methods of searching and evaluating pharmaceutical information,	– analyze and plan information and consulting work;	– skills in the search and use of regulatory and reference information

		<p>within the framework of pharmaceutical activity in the field of circulation of medicines for veterinary use</p>	<p>medicines: their rational use, possible side effects, providing at the same time, the necessary consulting assistance</p>	<p>including in resources with information on rejected drugs and other TAAs;</p> <ul style="list-style-type: none"> <li>– principles of pharmacotherapy, taking into account pharmacokinetics and pharmacodynamics of drugs;</li> <li>– a list of vital and essential drugs, a list of goods allowed for sale in pharmacy organizations along with LP;</li> <li>– methods and means of informing consumers;</li> <li>– formats and forms of information events for medical workers and the population;</li> <li>– methods of pharmaceutical consulting,</li> <li>– basic anatomical and physiological concepts and terms used in medicine;</li> <li>– physiological characteristics of the body in different periods of life (childhood and old age, pregnancy, etc.);</li> <li>– general pharmacokinetic and pharmacodynamic patterns of drugs and features of the action of drugs in healthy</li> </ul>	<ul style="list-style-type: none"> <li>– organize awareness-raising activities for health workers and the public;</li> <li>– carry out oral and written communications in communication with colleagues, consumers and suppliers;</li> <li>– build communication with consumers of medicines, taking into account the psychological state and personal characteristics;</li> <li>– recognize conditions, complaints that require access to a medical specialist;</li> <li>– assess violations of the main functional indicators of human vital activity in pathology, identify the main risk factors for a particular disease;</li> <li>– be guided in the indications and contraindications for the appointment of drugs for the treatment of the most common diseases;</li> <li>– provide information and advisory assistance in the selection of effective and</li> </ul>	<p>regulating the circulation of medicines;</p> <ul style="list-style-type: none"> <li>– basic medical and pharmaceutical terminology;</li> <li>– skills in compliance with the rules of pharmaceutical ethics and deontology in relations with consumers of pharmacy products, their relatives and medical personnel of medical organizations;</li> <li>– skills of pharmaceutical consulting and informing consumers of pharmacy products;</li> <li>– skills in advising on groups of medicinal products and synonyms within the same international non-proprietary name and their prices;</li> <li>– skills of rational replacement of the prescribed medicinal product with synonymous or similar drugs in accordance with the established procedure;</li> <li>– skills in explaining to consumers of medicines the rules for taking and dosing</li> </ul>
--	--	--	--	---	--	--

				<p>individuals and in pathology, types of interaction, features of pharmacotherapy in newborns and the elderly, pregnant women;</p> <ul style="list-style-type: none"> <li>– belonging of drugs to certain pharmacological groups;</li> <li>– the most important side and toxic effects, the main indications and contraindications to the use of drugs;</li> <li>– the basic principles of the clinical and pharmacological approach to the choice of drugs for pharmacotherapy of major diseases.</li> </ul>	<p>safe drugs, taking into account the peculiarities of individual dosing;</p> <ul style="list-style-type: none"> <li>– carry out the optimal choice of dosage form, dose, multiplicity, duration and route of administration of the drug;</li> <li>– a drug to treat the most common symptoms, eliminate adverse reactions;</li> <li>– take into account the peculiarities of the interaction of the drug with other drugs, with food;</li> <li>– use the necessary medical and pharmacological Latin terminology;</li> <li>– inform the consumer about the storage conditions of medicines at home.</li> </ul>	<p>regimen of medicines, their storage at home;</p> <ul style="list-style-type: none"> <li>– skills in providing advice on the rules for the operation of medical devices at home;</li> <li>– skills in providing information and consulting assistance in the selection of over-the-counter medicines and other pharmacy products;</li> <li>– skills in providing advice on the use and compatibility of drugs, their interaction with food.</li> </ul>
7.	PC-9	<p>Able to solve tasks of professional activities in the transfer of medicines through pharmaceutical and medical organizations</p>	<p>PC-9.2. Performs pharmaceutical information and consulting during the sale, release and transfer of medicines for medical use</p>	<ul style="list-style-type: none"> <li>– current range of drugs and other TAA's for various pharmacological groups, their characteristics, active substances (international non-proprietary names);</li> <li>– methods of searching and evaluating pharmaceutical information,</li> </ul>	<ul style="list-style-type: none"> <li>– analyze and plan information and consulting work;</li> <li>– organize awareness-raising activities for health workers and the public;</li> <li>– carry out oral and written communications in communication</li> </ul>	<ul style="list-style-type: none"> <li>– skills in the search and use of regulatory and reference information regulating the circulation of medicines;</li> <li>– basic medical and pharmaceutical terminology;</li> <li>– skills in compliance with the rules of</li> </ul>

				<p>including in resources with information on rejected drugs and other TAAs;</p> <ul style="list-style-type: none"> <li>– principles of pharmacotherapy, taking into account pharmacokinetics and pharmacodynamics of drugs;</li> <li>– a list of vital and essential drugs, a list of goods allowed for sale in pharmacy organizations along with LP;</li> <li>– methods and means of informing consumers;</li> <li>– formats and forms of information events for medical workers and the population;</li> <li>– fundamentals of business communication and culture, professional psychology, ethics and deontology;</li> <li>– methods of pharmaceutical consulting,</li> <li>– physiological characteristics of the body in different periods of life (childhood and old age, pregnancy, etc.);</li> <li>– general pharmacokinetic and pharmacodynamic patterns of drugs and features of the</li> </ul>	<p>with colleagues, consumers and suppliers;</p> <ul style="list-style-type: none"> <li>– establish communication with consumers of medicines, taking into account the psychological state and personal characteristics;</li> <li>– use the current regulatory framework regulating medical and pharmaceutical activities, circulation of medicines, including narcotic drugs, psychotropic substances and medicines subject to subject-quantitative accounting;</li> <li>– recognize conditions, complaints that require access to a medical specialist;</li> <li>– assess violations of the main functional indicators of human vital activity in pathology, identify the main risk factors for a particular disease;</li> <li>– be guided in the indications and contraindications for the appointment of drugs for the treatment of the most common</li> </ul>	<p>pharmaceutical ethics and deontology in relations with consumers of pharmacy products, their relatives and medical personnel of medical organizations;</p> <ul style="list-style-type: none"> <li>– skills of pharmaceutical consulting and informing consumers of pharmacy products;</li> <li>– skills in advising on groups of medicinal products and synonyms within the same international non-proprietary name and their prices;</li> <li>– skills of rational replacement of the prescribed medicinal product with synonymous or similar drugs in accordance with the established procedure;</li> <li>– skills in explaining to consumers of medicines the rules for taking and dosing regimen of medicines, their storage at home;</li> <li>– skills in providing advice on the rules for the operation of medical devices at home;</li> <li>– skills in</li> </ul>
--	--	--	--	--	--	---

				<p>action of drugs in healthy individuals and in pathology, types of interaction, features of pharmacotherapy in newborns and the elderly, pregnant women;</p> <ul style="list-style-type: none"> <li>– belonging of drugs to certain pharmacological groups;</li> <li>– the most important side and toxic effects, the main indications and contraindications to the use of drugs;</li> <li>– the basic principles of the clinical and pharmacological approach to the choice of drugs for pharmacotherapy of major diseases.</li> </ul>	<p>diseases;</p> <ul style="list-style-type: none"> <li>– provide information and advisory assistance in the selection of effective and safe drugs, taking into account the peculiarities of individual dosing;</li> <li>– carry out the optimal choice of dosage form, dose, multiplicity, duration and route of administration of the drug;</li> <li>– a drug to treat the most common symptoms, eliminate adverse reactions;</li> <li>– take into account the peculiarities of the interaction of the drug with other drugs, with food;</li> <li>– use the necessary medical and pharmacological Latin terminology;</li> <li>– inform the consumer about the storage conditions of medicines at home.</li> </ul>	<p>providing information and consulting assistance in the selection of over-the-counter medicines and other pharmacy products;</p> <ul style="list-style-type: none"> <li>– skills in providing advice on the use and compatibility of drugs, their interaction with food.</li> <li>–</li> </ul>
--	--	--	--	---	---	--

**4. Sections of the academic discipline and competencies that are formed when mastering them**

№	Competence code	Section name of the discipline	The content of the section in teaching units
1	UC-4	Pharmaceutical	The role of the pharmaceutical worker in the health care

GPC-2 GPC-4 GPC-6 PC-3 PC-8 PC-9	consulting and informing	<p>system. The concept of pharmaceutical assistance to the population.</p> <p>Pharmaceutical consulting and information as mandatory components of pharmaceutical assistance to the population.</p> <p>Regulatory and legal regulation and comparison of the concepts of pharmaceutical consulting and information.</p> <p>Professional standard "Pharmacist" and rules of good pharmacy practice.</p> <p>Algorithm for building a professional pharmaceutical consultation.</p> <p>Pharmaceutical consulting and information on the substitution of medicines and pharmacy products.</p> <p>The concept of responsible self-medication. The role of the doctor in the process of pharmaceutical counseling. Types of pharmaceutical consulting.</p> <p>Consumer misconceptions and objections in the process of pharmaceutical consulting. The concept of unfair advertising.</p> <p>Communication skills in the process of pharmaceutical consulting and information. Standards of communication.</p> <p>Methods of identifying the needs of the consumer and his expectations from the LP. Selection of the most effective LP within a certain price segment.</p> <p>The most popular among visitors of pharmacy organizations are pharmacotherapeutic groups, over-the-counter drugs and sales leaders.</p> <p>Pharmaceutical advice on the release of drugs for the treatment of gastrointestinal diseases, LP from the group of NSAIDs, antipyretic and anti-cold drugs, over-the-counter drugs for the treatment of rhinitis, sinusitis and sore throat.</p> <p>The concept of complex recommendations and additional sales. Marketing pressure of pharmaceutical manufacturers: pros and cons.</p> <p>Features of pharmaceutical consulting in the release of prescription drugs.</p> <p>Assessment of the interaction of LP, risk assessment. Use of the information provided in the instructions on the LP.</p>
---	--------------------------	---

### 5. Volume of the academic discipline and types of academic work

Type of educational work	Labor intensity		Labor intensity (AH) in semesters
	volume in credit units (CU)	volume in academic hours (AH)	
Classroom work, including			9
Lectures (L)	0,61	22	22
Laboratory practicum (LP)*	0,17	6	6
Practicals (P)	Laboratory practicums are not stipulated		
Seminars (S)	0,44	16	16
Student's individual work (SIW)	Seminars are not stipulated		
Mid-term assessment	0,39	14	14
credit/exam ( <i>specify the type</i> )			credit

TOTAL LABOR INTENSITY	1	36	1
-----------------------	---	----	---

## 6. Content of the academic discipline

### 6.1. Sections of the discipline and types of academic work

№	Name of the section of the academic discipline	Types of academic work* (in AH)					
		L	LP	P	S	SIW	total
1	Pharmaceutical consulting and informing	6		16		14	36
	TOTAL	6		16		14	36

\* - L – lectures; LP – laboratory practicum; P – practicals; S – seminars; SIW – student's individual work.

### 6.2. Thematic schedule of educational work types:

#### 6.2.1 Thematic schedule of lectures

No	Name of lecture topics	Volume in AH
		9
1.	Pharmaceutical consulting and information as mandatory components of pharmaceutical assistance to the public. Regulatory and legal regulation and comparison of the concepts of pharmaceutical consulting and information. Professional standard "Pharmacist" and rules of good pharmacy practice.	1
2.	The concept of responsible self-medication. The role of the doctor in the process of pharmaceutical counseling. Types of pharmaceutical counseling. Consumer misconceptions and objections in the process of pharmaceutical counseling. The concept of unfair advertising.	1
3.	Communication skills in the process of pharmaceutical consulting and information. Communication standards. Methods of identifying the needs of the consumer and his expectations from the LP. Choosing the most effective LP within a certain price segment.	1
4.	The most popular among visitors of pharmacy organizations are pharmacotherapeutic groups, over-the-counter drugs and the leader of the product. Pharmaceutical advice on the release of drugs for the treatment of gastrointestinal diseases, LP from the groups of NSAIDs, antipyretic and anti-cold LP, over-the-counter drugs for the treatment of rhinitis, sinusitis and pain and in the throat.	1
5.	The concept of complex recommendations and additional sales. Marketing pressure of pharmaceutical manufacturers: pros and cons.	1
6.	Features of pharmaceutical counseling in the release of prescription LP. Evaluation of interaction LP, risk assessment. Use of the information provided in the instructions and on the LP.	1
	TOTAL (total – 6 AH)	6

#### 6.2.2. The thematic plan of laboratory practicums

Laboratory practicums are not stipulated.

#### 6.2.3. Thematic plan of practicals

No	Name of the topics of practicals	Volume in AH
		9
1.	Pharmaceutical consulting and information as mandatory components of pharmaceutical assistance to the public. Regulatory and legal regulation	2

	and comparison of the concepts of pharmaceutical consulting and information. Professional standard "Pharmacist" and rules of good pharmacy practice.	
2.	The concept of responsible self-medication. The role of the doctor in the process of pharmaceutical counseling. Types of pharmaceutical counseling. Consumer misconceptions and objections in the process of pharmaceutical counseling. The concept of unfair advertising.	4
3.	Communication skills in the process of pharmaceutical consulting and information. Communication standards. Methods of identifying the needs of the consumer and his expectations from the LP. Choosing the most effective LP within a certain price segment.	2
4	The most popular among visitors of pharmacy organizations are pharmacotherapeutic groups, over-the-counter drugs and the leader of the product. Pharmaceutical advice on the release of drugs for the treatment of gastrointestinal diseases, LP from the groups of NSAIDs, antipyretic and anti-cold LP, over-the-counter drugs for the treatment of rhinitis, sinusitis and pain and in the throat.	2
5.	The concept of complex recommendations and additional sales. Marketing pressure of pharmaceutical manufacturers: pros and cons.	2
6.	Features of pharmaceutical counseling in the release of prescription LP. Evaluation of interaction LP, risk assessment. Use of the information provided in the instructions and on the LP.	2
7.	CREDIT	2
8	TOTAL (total – 16 AH)	16

6.2.4. Thematic plan of seminars  
Seminars are not stipulated.

6.2.5. Types and topics of student's individual work (SIW)

No	Types and topics of SIW	Volume in AH
		9
1.	Working with literature and other sources of information on the studied section	6
2.	Assignments in the form of reports and speeches	4
3.	Working with electronic educational resources	4
4.	TOTAL (total – 14 AH)	14

### 7. Types of assessment formats for ongoing monitoring and mid-term assessment

№	Semester No.	Types of control	Name of section of academic discipline	Assessment formats		
				types	number of test questions	number of test task options
1	2	3	4	5	6	7
1.	9	Current monitoring: Control of mastering the topic Monitoring the	Pharmaceutical consulting and informing	Test work	5	5

		student's individual work				
2.	9	Mid-term assessment		Credit	3	40

## 8. Educational, methodological and informational support for mastering the academic discipline (printed, electronic publications, the Internet and other network resources)

### 8.1. Key literature references

№	Name according to bibliographic requirements	Number of copies	
		at the department	in the library
1	The system of legislative regulation of circulation of medicines: Textbook / M.A. Mishchenko, E.V. Shalenkova, A.A. Ponomareva, N.N. Chesnokova, S.V. Kononova. – Nizhny Novgorod, 2021. – 77 p.	electronic resource	
2	Fundamentals of state legislation on manufacturing of medicines: Textbook / M M.A. Mishchenko, E.V. Shalenkova, A.A. Ponomareva, N.N. Chesnokova, S.V. Kononova. – Nizhny Novgorod, 2021. – 56 p.	electronic resource	
3	Fundamentals of state legislation on pharmaceutical activities: Textbook / M.A. Mishchenko, E.V. Shalenkova, A.A. Ponomareva, N.N. Chesnokova, S.V. Kononova. – Nizhny Novgorod, 2021. – 50 p.	electronic resource	
4	The concept of good practices in the pharmaceutical regulatory system: Textbook / M.A. Mishchenko, E.V. Shalenkova, A.A. Ponomareva, N.N. Chesnokova, S.V. Kononova. – Nizhny Novgorod, 2021. – 57 p.	electronic resource	
5	Fundamentals of pharmaceutical economics: Textbook / M.A. Mishchenko, E.V. Shalenkova, A.A. Ponomareva, N.N. Chesnokova, S.V. Kononova. – Nizhny Novgorod, 2021. – 125 p.	electronic resource	
6	Prices and pricing in the pharmaceutical market: Textbook / M.A. Mishchenko, E.V. Shalenkova, A.A. Ponomareva, N.N. Chesnokova, S.V. Kononova. – Nizhny Novgorod, 2021. – 77 p.	electronic resource	
7	Product policy of a pharmaceutical organization: Textbook / M.A. Mishchenko, E.V. Shalenkova, A.A. Ponomareva, N.N. Chesnokova, S.V. Kononova. – Nizhny Novgorod, 2021. – 90 p.	electronic resource	
8	Fundamentals of planning economic indicators: Textbook / M.A. Mishchenko, E.V. Shalenkova, A.A. Ponomareva, N.N. Chesnokova, S.V. Kononova. – Nizhny Novgorod, 2021. – 78 p.	electronic resource	
9	Planning of trade turnover of a pharmaceutical organization: Textbook / M.A. Mishchenko, E.V. Shalenkova, A.A. Ponomareva, N.N. Chesnokova, S.V. Kononova. – Nizhny Novgorod, 2021. – 78 p.	electronic resource	
10	Planning of distribution costs of a pharmaceutical organization: Textbook / M.A. Mishchenko, E.V.	electronic resource	

	Shalenkova, A.A. Ponomareva, N.N. Chesnokova, S.V. Kononova. – Nizhny Novgorod, 2021. – 60 p.	
11	Income and profit planning of a pharmaceutical organization: Textbook / M.A. Mishchenko, E.V. Shalenkova, A.A. Ponomareva, N.N. Chesnokova, S.V. Kononova. – Nizhny Novgorod, 2021. – 70 p.	electronic resource
12	Accounting of financial and economic activities of a pharmacy organization: Textbook / M.A. Mishchenko, S.V. Kononova, N.N. Chesnokova, A.A. Ponomareva, E.V. Shalenkova. – Nizhny Novgorod, 2022. – 74 p.	electronic resource
13	Specific issues of accounting for the property of a pharmacy organization: Textbook / M.A. Mishchenko. – Nizhny Novgorod, 2022. – 50 p.	electronic resource
14	Basic principles of accounting of settlements with the personnel of a pharmacy organization: Textbook / M.A. Mishchenko. – Nizhny Novgorod, 2022. – 50 p.	electronic resource
15	The tax concept and tax management of pharmaceutical organizations: Textbook / M.A. Mishchenko. – Nizhny Novgorod, 2022. – 52 p.	electronic resource

## 8.2. Further reading

№	Name according to bibliographic requirements	Number of copies	
		at the department	in the library
1	The medicine lifecycle concept: Textbook / M.A. Mishchenko, S.V. Kononova, A.A Ponomareva. – Nizhny Novgorod, 2020. – 80 p.	electronic resource	
2	Information technologies in the medicine lifecycle management: Textbook / M.A. Mishchenko, S.V. Kononova, A.A Ponomareva. – Nizhny Novgorod, 2020. – 99 p.	electronic resource	
3	Evaluating the quality of pharmaceutical information: Textbook / M.A. Mishchenko, S.V. Kononova, A.A Ponomareva. – Nizhny Novgorod, 2020. – 98 p.	electronic resource	
4	Analysis and processing of pharmaceutical information: Textbook / M.A. Mishchenko, S.V. Kononova, A.A Ponomareva. – Nizhny Novgorod, 2020. – 95 p.	electronic resource	
5	Post-marketing evaluation of medicinal products – pharmacoepidemiology: Textbook / M.A. Mishchenko, S.V. Kononova, A.A Ponomareva. – Nizhny Novgorod, 2020. – 53 p.	electronic resource	
6	Post-marketing evaluation of the medicinal products – pharmacoconomics: Textbook / M.A. Mishchenko, S.V. Kononova, A.A Ponomareva. – Nizhny Novgorod, 2020. – 107 p.	electronic resource	
7	Post-marketing evaluation of medicinal products – pharmacovigilance: Textbook / M.A. Mishchenko, S.V. Kononova, A.A Ponomareva. – Nizhny Novgorod, 2020. – 70 p.	electronic resource	
8	Fundamentals of the state regulation of	electronic resource	

	pharmaceutical information that is advertising: Textbook / M.A. Mishchenko, S.V. Kononova, A.A Ponomareva. – Nizhny Novgorod, 2020. – 109 p.	
--	---	--

### 8.3. Electronic educational resources for teaching academic subjects

#### 8.3.1. Internal Electronic Library System of the University (IELSU)

<i>№</i>	<i>Name of the electronic resource</i>	<i>Brief description (content)</i>	<i>Access conditions</i>	<i>Number of users</i>
1	Internal electronic library system (IELS) <a href="http://nbk.pimunn.net/MegaPro/Web">http://nbk.pimunn.net/MegaPro/Web</a>	Works of university teaching staff: textbooks, manuals, collections of tasks, teaching aids, laboratory works, monographs, collections of scientific works, scientific articles, dissertations, abstracts of dissertations, patents	From any computer and mobile device with individual login and password. Access mode: <a href="http://nbk.pimunn.net/MegaPro/Web">http://nbk.pimunn.net/MegaPro/Web</a>	Not limited

#### 8.3.2. Electronic educational resources acquired by the University

<i>№</i>	<i>Name of the electronic resource</i>	<i>Brief description (content)</i>	<i>Access conditions</i>	<i>Number of users</i>
1	Electronic legal reference system "Consultant Plus" (contract for free) <a href="http://www.consultant.ru">http://www.consultant.ru</a>	Regulatory documents regulating the activities of medical and pharmaceutical institutions From the scientific library computers	Access mode: <a href="http://www.consultant.ru/">http://www.consultant.ru/</a>	Not limited  Term of validity: Unlimited

#### 8.3.3 Open access resources

<i>№</i>	<i>Name of the electronic resource</i>	<i>Brief description (content)</i>	<i>Access conditions</i>
1	PubMed <a href="https://www.ncbi.nlm.nih.gov/pubmed">https://www.ncbi.nlm.nih.gov/pubmed</a>	US National Library of Medicine search engine for Medline, PreMedline databases	From any computer and mobile device. Access mode: <a href="https://www.ncbi.nlm.nih.gov/pubmed">https://www.ncbi.nlm.nih.gov/pubmed</a> Not limited
2	Scopus database <a href="http://www.scopus.com">www.scopus.com</a>	International abstract database of scientific citation From university computers, from any computer by individual login and password	Access mode: <a href="http://www.scopus.com">www.scopus.com</a> Not limited
3	Web of Science Core Collection <a href="https://www.webofscience.com">https://www.webofscience.com</a>	International abstract database of scientific citation. From university computers, from any	Access mode: <a href="https://www.webofscience.com">https://www.webofscience.com</a> Not limited

		computer by individual login and password.	
--	--	--	--

## 9. Material and technical support for mastering an academic discipline

### 9.1. List of premises for classroom activities for the discipline

1. Classes for lectures and practical classes, equipped with multimedia and other means of training, allowing the use of simulation technologies, with standard sets of professional models (sets of protocols of clinical trials, formulary lists of LPU, price lists of distribution companies, sets of quality of life questionnaires), allowing students to master the skills and abilities, provided by professional activity, individually.

2. Simulation center "Educational pharmacy", equipped with simulation technics, which imitates the activity of pharmacy and its subdivisions (acceptance of goods, storage of goods, dispensing, pharmaceutical expertise of receipt) in the amount that allows students to master skills, provided by professional activity individually.

3. Rooms for students' independent work, equipped with computers with the ability to connect to the Internet and access to the electronic information and educational environment of the University.

### 9.2. List of equipment for classroom activities for the discipline

1. Multimedia complex (laptop, projector, screen, TV)

2. Computer class (15 computers) with installed applications and Internet access.

### 9.3. List of software

1. Online event platform "Webinar"

2. Yandex Browser

3. Reference system "Consultant Plus"

### 9.3. A set of licensed and freely distributed software, including domestic production

Item no.	Software	number of licenses	Type of software	Manufacturer	Number in the unified register of Russian software	Contract No. and date
1	Wtware	100	Thin Client Operating System	Kovalev Andrey Alexandrovich	1960	2471/05-18 from 28.05.2018
2	MyOffice is Standard. A corporate user license for educational organizations, with no expiration date, with the right to receive updates for 1 year.	220	Office Application	LLC "NEW CLOUD TECHNOLOGIES"	283	without limitation, with the right to receive updates for 1 year.
3	LibreOffice		Office Application	The Document Foundation	Freely distributed software	
4	Windows 10 Education	700	Operating systems	Microsoft	Azure Dev Tools for Teaching Subscriptio	

					n	
5	Yandex. Browser		Browser	«Yandex»	3722	
6	Subscription to MS Office Pro for 170 PCs for FGBOU VO "PIMU" of the Ministry of Health of Russia	170	Office Application	Microsoft		23618/HN100 30 LLC "Softline Trade" from 04.12.2020

**10. List of changes to the working program (to be filled out by the template)**

Federal State Budgetary Educational Institution of Higher Education  
"Privolzhsky Research Medical University"  
Ministry of Health of the Russian Federation  
(FSBEI HE "PRMU" of the Ministry of Health of Russia)

Department of  
*Name of the department*

**CHANGE REGISTRATION SHEET**

working program for the academic discipline  
***NAME OF THE ACADEMIC DISCIPLINE***

Field of study / specialty / scientific specialty: \_\_\_\_\_  
(code, name)

Training profile: \_\_\_\_\_  
(name) - for master's degree programs

Mode of study: \_\_\_\_\_  
full-time/mixed attendance mode/extramural

Position	Number and name of the program section	Contents of the changes made	Effective date of the changes	Contributor's signature
1				

Approved at the department meeting  
Protocol No. \_\_\_\_\_ of \_\_\_\_\_ 20\_\_

Head of the Department

\_\_\_\_\_  
department name, academic title

\_\_\_\_\_  
signature

\_\_\_\_\_  
print name