

Summary of the work program of the discipline

"MEDICAL AND PHARMACEUTICAL MERCHANDIZING" basic educational training program specialty 33.05.01 PHARMACY

1.Goals and objectives of mastering the discipline "Medical and pharmaceutical merchandizing "(hereinafter - discipline).

1.1. The purpose of mastering the discipline: - participation in the formation

- general professional competencies GPC 6 (6.1, 6.2, 6.4)
- professional competencies PC 2 (2.5) 5 (5.4, 5.7)

1.2. Tasks of the discipline

1. The study of the sequence of work with goods: pre-sale preparation, display of medicines and pharmacy products in the trading floor and (or) showcases of departments of the pharmacy organization
2. The study of marketing analysis of the resource support of a pharmaceutical organization
3. Formation of skills of acceptance control of incoming medicines and other pharmacy products, checking and filling out accompanying documents in the prescribed manner
4. Formation of skills for organizing control over the availability and storage conditions of medicines for medical use and other pharmacy products.
5. Studying the features of acceptance and storage of certain groups of medicines and pharmacy products

1.3. Requirements for the results of mastering the discipline.

As a result of mastering the discipline, the student must:

Know:

- provisions of regulatory legal acts regulating the circulation of medicines and pharmacy products (including packaging, labeling) and their storage
- a modern range of medicines and pharmacy products
- requirements for the quality of medicines and pharmacy products
- factors affecting the quality of medicines at all stages of circulation
- requirements for documents confirming the quality of medicines and other pharmacy products
- requirements for the labeling of medicines and pharmacy products
- types of packaging of medicines, requirements for packaging of medicines and pharmacy products
- classification and coding of medicines and pharmacy products
- concepts of use value, use properties of medicines and pharmacy products and factors influencing them;
- pricing rules for essential medicines, use of information systems to verify pricing is correct
- the procedure for receiving goods from suppliers
- merchandise characteristics of goods and methods of conducting merchandise analysis
- merchandising characteristics of individual groups of pharmacy products

- rules for the storage of medicines and pharmacy products
- the main ways of appearance of substandard medicines and pharmacy products and ways to isolate them
- recommended methods for detecting falsified and counterfeit medicines (including the pharmacovigilance information system of the Russian Federation) and pharmacy products and ways to isolate them
- reliable sources for searching for regulatory legal acts regulating the circulation of medicines and pharmacy products,
- modern medical and pharmaceutical information systems and databases used at the stages of circulation of medicines, including "Honest Sign", the State Information System for Labeling the Movement of Medicines (GIS MDLP), the State Register of Medicines, information systems of Roszdravnadzor and the Ministry of Health of the Russian Federation
- methods for analyzing the range of medicines and pharmacy products
- rules for displaying medicines and pharmacy products on the trading floor and (or) showcases of departments of a pharmacy organization
- supplier selection rules
- rules for contracts with suppliers

Be able to:

- apply the provisions of regulatory legal acts regulating the circulation of medicines and pharmacy products (including packaging, labeling) and their storage in daily activities
- analyze the range of medicines and pharmacy products
- analyze the quality of medicines and pharmacy products
- prevent the action of negative factors affecting the quality of medicines at all stages of circulation
- analyze documents confirming the quality of medicines and other pharmacy products
- analyze the labeling of medicines and pharmacy products, evaluate its completeness and compliance with regulatory legal acts
- analyze the packaging of medicinal products, the requirements for packaging of medicinal products and pharmacy products, evaluate its completeness and compliance with regulatory legal acts
- apply the classification and understand the principles of coding medicines and pharmacy products
- apply pricing rules for essential medicines, use information systems to verify pricing is correct
- comply with the procedure for receiving goods from suppliers
- Conduct product analysis of assortment
- conduct a commodity analysis of individual groups of pharmacy products
- comply with the rules for the storage of medicines and pharmacy products
- prevent the appearance of low-quality medicines and pharmacy products and ways to isolate them
- monitor and detect falsified and counterfeit medicines (including using the pharmacovigilance information system of the Russian Federation) and pharmacy products and isolate them from other goods during acceptance and storage
- search for information in modern medical and pharmaceutical information systems and databases used at the stages of circulation of medicines, including the State Register of Medicines, information systems of Roszdravnadzor and the Ministry of Health of the Russian Federation

- carry out work in the information system "Honest Sign", perform the necessary procedures when working with the State Information System for Labeling the Movement of Medicinal Products (GIS MDLP).
- carry out the display of medicines and pharmacy products in the trading floor and (or) showcases of the departments of the pharmacy organization
- control, analyze and evaluate the results of their own activities, the activities of colleagues and other healthcare workers to prevent professional errors
- audit suppliers
- draw up contracts with suppliers

Own:

- practical skills in the implementation of the circulation of medicines in accordance with regulatory legal acts
- optimization of the range of medicines and pharmacy products
- methods of quality control of medicines and pharmacy goods
- skills to maintain the quality of medicines at all stages of circulation
- skills in evaluating documents confirming the quality of medicines and other pharmacy products
- skills in evaluating the labeling of medicines and pharmacy products for compliance with regulatory legal acts
- the skills of evaluating the packaging of medicines for compliance with regulatory legal acts
- use and read the classification codes of medicines and pharmacy products
- pricing of essential medicines, use of information systems to verify the correctness of pricing
- skills of receiving goods from suppliers in accordance with regulatory legal acts
- the skills of choosing the place of storage of medicines and pharmacy products in accordance with the manufacturer's instructions on the packaging
- labor actions to isolate low-quality medicines and pharmacy products
- labor actions to find falsified and counterfeit medicines (including using the pharmacovigilance information system of the Russian Federation) and isolate them
- using modern medical and pharmaceutical information systems and databases, including the State Register of Medicines, information systems of Roszdravnadzor and the Ministry of Health of the Russian Federation
- use in the work the information system "Honest Sign", the State Information System for Labeling the Movement of Medicines (GIS MDLP).
- the skills of displaying medicines and pharmacy products in the sales area and (or) showcases of the departments of the pharmacy organization in accordance with the storage conditions indicated on the packaging, local requirements of the pharmacy organization and regulatory legal acts and merchandising rules
- the skills of monitoring, analyzing and evaluating the results of their own activities, the activities of colleagues and other health workers to prevent professional errors
- supplier auditing skills
- negotiation skills with suppliers

5. Volume of discipline and types of educational work.

Type of study work	Labor intensity		Labor intensity by semesters (ACh)
	volume in credit units (CU)	volume in academic hours (AH)	

			7	8
classroom work, including	3.05	110	44	66
Lectures (L)	0.83	thirty	10	20
Laboratory workshops (LP)	not provided			
Practical exercises (PZ)	2.22	80	34	46
Seminars (C)	not provided			
Independent work of the student (SRO)	1.94	70	28	42
Intermediate certification: credit				
TOTAL LABOR CAPACITY	5	180	72	108

*L - lectures; LP - laboratory workshop; PE - practical exercises; S - seminars; IWS - independent work of the student.

6. The content of the discipline

<i>N o.</i>	<i>Section name</i>	<i>Section content</i>
1.	Medical and pharmaceutical merchandising	<p>The subject and tasks of medical and pharmaceutical merchandising. Objects and subjects of commodity science Consumer properties of goods. Consumer rights. Product quality. The main groups of medical and pharmaceutical products. Classification and coding of medical and pharmaceutical products. Packaging of medicines and pharmacy products. Labeling of medicines and pharmacy products. Acceptance of pharmaceutical products. Commodity analysis of drugs. Storage of pharmaceutical products. Choice of storage location. Counterfeit and substandard pharmacy products Dealing with nonconforming goods</p>
2.	Medical and pharmaceutical merchandising	<p>Features of the circulation of medical devices. Peculiarities of pricing for the assortment of vital and essential drugs Rules for window dressing in accordance with the requirements of good pharmacy practice Rules for window dressing in accordance with the requirements of merchandising. Work with planograms. Setting up price tags. Product assortment management based on product analysis. Minimum assortment, VED, pricing policy, consumers, ABC and XYZ - analysis Commodity analysis of medical devices. Features of circulation of medical devices in the Russian Federation. Dressing materials. Hygiene products and child care products. Tonometers, thermometers, nebulizers. Commodity analysis. technically sophisticated products. Completeness of goods. Commodity analysis of dietary supplements and specialized food products. Features of the appeal. Commodity analysis of mineral waters. Commodity analysis of vision correction and eye</p>

		<p>protection devices (lenses, spectacle glasses, frames), lens solutions</p> <p>Commodity analysis of metal products (including surgical instruments) and disinfectants.</p> <p>Commodity analysis of perfumery and cosmetic products.</p> <p>Separate storage of goods. Organization of quarantine zones in a pharmacy organization</p>
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