

Catalog of elective disciplines

- 1. Department:** organization and management of the pharmaceutical business
- 2. Level of education:** scientific and pedagogical PhD programme
- 3. Educational programme:** D140-Pharmacy
- 4. Course:** 1
- 5. Name of the elective discipline:** The concept of marketing research in pharmacy
- 6. Number of credits:** 4 credits
- 7. Purpose:** To acquire professional competencies necessary for the systematic search, collection, analysis, interpretation and presentation of results in the process of research work.
- 8. The content of the discipline:** in order to obtain competitive advantages, participants in the pharmaceutical market need objective information and analytical materials obtained as a result of marketing research. In this regard, marketing research is necessary for the successful operation of any enterprise, since the use of their results will reduce the degree of inevitable risk, reasonably develop corporate (portfolio, growth, competitive), functional and instrumental strategies.
- 9. Tasks:**
 - to study the place of marketing research in the field of drug circulation;
 - to acquire systematic knowledge of doctoral students about the methodology of marketing research;
 - to teach how to carry out pharmaceutical market research;
 - to acquire practical skills in determining the competitiveness of pharmaceutical organizations;
 - to teach how to use information based on IT-technologies in the field of professional activity.

10. Rationale for the choice of discipline:

The development of the sphere of drug circulation in a market economy involves the use of marketing research methods to study the behavior of consumers, intermediaries, suppliers, competitors, and, in general, the entire market situation. In order to strengthen competitive advantages, pharmaceutical market participants cannot do without objective information and analytical materials obtained as a result of marketing research. In this regard, marketing research is necessary for the successful operation of any enterprise, since the use of their results will reduce the degree of inevitable risk, reasonably develop corporate (portfolio, growth, competitive), functional and instrumental strategies.

11. Learning outcomes (competencies)

Knowledge (cognitive sphere)	Skills and abilities (psychomotor sphere)	Personal and professional competencies (relationships)
demonstrates a systematic understanding of conceptual approaches to marketing research based on the International and European Codes of Marketing Research , the importance of marketing research and information support of marketing in the field of medicines circulation.	plans marketing research of the pharmaceutical market, determining the sample size and justifying the choice of marketing research methods, developing the design of a drug consumer research based on the differentiation of the marketing environment; determines the market capacity of medicines and medical devices, types of segmentation based on the study of the marketing environment of the enterprise and the pharmaceutical market	possesses the skills of public speaking with the presentation of their own judgments, analysis and synthesis of information, building partnerships, trusting relationships with colleagues and healthcare workers, demonstrating multiculturalism and openness in work; engages in professional growth by demonstrating introspection skills, teaching experience at the higher education level, searching information in databases for writing research papers, developing ideas, systematizing and interpreting scientific

	<p>using modern methods of marketing analysis, arguing own conclusions, evaluating and interpreting the results of scientific research, explaining the observed facts and phenomena, their cause-and-effect relationships, presenting and publishing the results of scientific research, introducing scientific achievements in the pharmaceutical industry;</p> <p>conducts a critical analysis and evaluation of marketing information, demand, competitors and competitiveness of a pharmaceutical and pharmacy enterprise, choosing methods for predicting the need for certain groups of medicines, methods for studying the range of pharmaceutical products.</p>	<p>research results based on critical thinking.</p>
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12. Prerequisites: management and marketing in pharmaceutical companies.

13. Postrequisites: research practice.

14. Literature

Main:

1. Arystanov Zh.M., Akhelova Sh.L., Zulpykharova A.T. Management and economics of pharmacy with the basics of management and marketing: Textbook. "Celestial Systems" 2021
2. Arystanov, J. M. Management and marketing in pharmacy: a textbook / J. M. Arystanov, A. T. Tokseitova. - Almaty: Evero, 2016. – 532 p.
3. Shertaeva, K. D., Mamytbaeva K.J. Pharmaceutical marketing: okulyk / KR DS ADM.Shymkent : [B. I.], 2016. - 152 B. S.
4. Medical and pharmaceutical merchandising [Text] : textbook / K. D. Shestakova [et.al .]. -, 2022. - 108 p.

Additional:

1. Management and economics of pharmacy: textbook / ed. I.A. Narkevich. – M.: GEOTAR-Media, 2017. – 928 p.

Electronic resources:

1. UMKD is created on the educational portal ukma.kz
2. website of the Academy of BiblioTech and Information Center lib.ukma.kz
3. Media Library YUKMA <https://media.skma.edu.kz/>
4. Digital Library" Akpigress " www.aknurpress.kz go to registration and apply the SDH-28 promo code
- 5th <http://aknurpress.kz/login> promo code SDN-28 base Dann Scopus <https://www.scopus.com/home.uri>

6. base dung Springer <https://link.springer.com/>
7. SKMA repository <http://lib.ukma.kz/repository/>
8. Republican Interuniversity Electronic Library <http://rmebrk.kz/>
9. base of normative legal acts " Law " <https://zan.kz/ru>
10. Information System" paragraph Medicine " <https://online.zakon.kz/Medicine/>

1 . Department: organization and management of pharmaceutical business

2. Level of education: scientific and pedagogical PhD programme

3. Educational programme: D 140-Pharmacy

4. Course: 1

5. Name of the elective discipline: Management bases of good practices in pharmacy

6. Number of credits: 3 credits

7. Purpose: Formation of professional and communication competencies for the application of the basic principles, categories, methods and tools of quality management in modern pharmaceutical organizations in the market.

8. The content of the discipline: a good practice management system is designed to ensure the proper quality of medicines through strict adherence to standards at every stage of their life cycle. The rules of Good Pharmaceutical Practices are based on the process approach, which includes: classification of processes; determination of the sequence, interconnection, interaction of processes; definition of criteria and methods for evaluating the functioning of processes; description of processes; process analysis and improvement

9. Tasks:

- to form systemic knowledge on the development of documentation for the organization's quality management system in accordance with the requirements of ISO 9000 standards when building a system and preparing an enterprise for certification;
- to acquire skills in applying international standards in the process of creating and certifying a quality management system at a pharmaceutical enterprise;
- to study the methodology for creating quality management systems in pharmaceutical enterprises;
- to acquire systemic knowledge on audit and certification issues based on the requirements of the current legislation in the field of quality;
- to teach how to apply quality management methods in the process of performing technological operations;
- to teach how to use information based on IT technologies in the field of professional activity.

10. Rationale for the choice of discipline:

Currently, the implementation of quality systems based on international GxP standards in pharmacy is becoming an urgent need. It should be noted that without ensuring a stable quality that meets the requirements of consumers, it is impossible to rationally integrate the national economy into the world economy and take a worthy place in it.

A modern pharmaceutical organization must create an effective management system that will contribute to the quality implementation of all processes, which in turn will ensure the achievement of a quality result. Thus, quality management is aimed not only at the sphere of quality management in the organization, it covers the entire management system of the company, based on a systematic approach to managing all types of activities. In this regard, the study of the discipline "Organizational Foundations of Good Practices in Pharmacy (GxP)" takes on special significance.

11. Learning outcomes (competencies)

Knowledge (cognitive sphere)	Skills and abilities (psychomotor sphere)	Personal and professional competencies (relationships)
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<p>of the main provisions of the modern concept of quality management, the mechanism of classical and modern methods and tools of quality management, the relationship between the concepts of Good Pharmaceutical Practices (GxP) and their role in quality assurance at all stages of the drug life cycle.</p>	<p>manages quality at pharmaceutical production enterprises, in pharmacy organizations, integrating quality management with scientific management schools, quality management strategy into the overall strategic management system of the enterprise, applying the concept of Total Quality Management (TQM) as an effective way of business management;</p> <p>analyzes the quality indicators of pharmaceutical products, the relationship of product quality indicators, assessing the risks for the quality of medicines, justifying the choice of quality management methods, developing standards for operating procedures and implementing organizational and technical solutions aimed at improving quality and productivity;</p> <p>organizes work in entities that carry out pharmaceutical activities based on the rules of good pharmaceutical practices, managing inventory based on a process approach , creating conditions for storage, transportation and quality control of medicines and medical devices, and arguing their own choice of a method and quality management tools in accordance with legal fundamentals of quality regulation.</p>	<p>possesses the skills of public speaking with the presentation of their own judgments, analysis and synthesis of information based on partnership, trusting relationships with colleagues and healthcare workers, demonstrating multiculturalism and openness in work;</p> <p>engages in professional growth by demonstrating introspection skills, experience in teaching at the higher education level, searching for information in databases, organizing information and using it in writing scientific papers, to solve specific professional problems using scientific research methods, developing ideas based on critical thinking .</p>
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12. Prerequisites: the concept of marketing research in pharmacy.

13. Postrequisites: research practice

14. Literature

Main:

1. Arystanova T.A. Pharmaceutical quality system and good pharmaceutical practices: A study guide. "Sky Systems" 2021
2. Organizational and managerial foundations of proper practices: textbook / K. D. Shertayeva, O. V. Blinova.- Zhasulan 2022
- 3.The fundamentals of the organization and management of relevant pharmaceutical practices : textbook / K. D. Shertaeva , O. V. Blinova. - Zhasulan 2022
4. Codex of the Republic of Kazakhstan dated July 7, 2020 No. 360-VI "On the Health of the people and the healthcare system" (with amendments and additions). Chapter 2, Article 10; Chapter 5, paragraph 3; Chapter 27,28; DB "Law"<https://zan.kz> "Zan" kuckytyk akparattyk electronic database
5. Shertaeva, K. D. Organization of pharmaceutical activity : studies. the manual / K. D. Shertaeva. G. I. Utegenova.- Zhasulan 2021

6. Shertaeva, K. D. Organization of pharmaceutical activities : textbook / Shertaeva K. D. G. I. Utegenova.- Zhasulan 2021
 7. Order of the Acting Minister of Health of the Republic of Kazakhstan dated February 4, 2021 No. KR DSM-15. "On the approval of good pharmaceutical practices" DB "Law"<https://zan.kz> "Zan" kuryktyk akparattyk electronic database
 8. Order of the Minister of Health of the Republic of Kazakhstan dated February 16, 2021 No. KR DSM-19 "On approval of the rules for storage and transportation of medicines and medical devices" DB "Law"<https://zan.kz> "Zan" kuryktyk akparattyk electronic database.
 9. Order of the Minister of Health of the Republic of Kazakhstan dated September 17, 2020 No. KR DSM-104/2020 On Approval of the Rules for Wholesale and Retail sale of Medicines and Medical devices. DB "Law"<https://zan.kz> "Zan" kuryktyk akparattyk electronic database
 10. Management and economics of pharmacy [Text]: textbook / edited by I. A. Narkevich. - M.: GEOTAR - Media, 2017. - 928 p.
 11. Arystanov, J. M. Management and economics of pharmacy textbook - Almaty: Evero, 2015.
- Additional:
1. Collection of legislative and regulatory legal acts regulating pharmaceutical activity in the Republic of Kazakhstan: collection / comp. B. K. Mahatov [et al.]. - Shymkent :Zhasulan, 2017. - 380 p.
 2. Collection of legislative and regulatory legal acts regulating pharmaceutical activities in the Republic of Kazakhstan: collection / composition. B. K. Makhatov [etc.]. - Shymkent: Zhasulan, 2017. - 327 pages.
 3. Arystanov, J. M. Organization of pharmaceutical activity: studies. stipend. - Almaty :Evero, 2015. - 608 p.
- Electronic resources:
1. The Educational and methodological complex of disciplines is posted on the educational portal ukma.kz
 2. Website of the Library and Information Center of the Academy lib.ukma.kz
 3. SKMA Media Library <https://media.skma.edu.kz/>
 4. Aknurpress Digital Library www.aknurpress.kz register and enter the promo code SDH-28
 5. ABOUT the Repositories <http://lib.ukma.kz/repository/>
 6. Republican Interuniversity Electronic Library
 7. Base of normative legal acts" law " <https://zan.kz/ru>
 8. Information System" paragraph Medicine " [https://online B. zakon.kz/Medicine/](https://online.B.zakon.kz/Medicine/)
 10. Scopus Database <https://www.scopus.com/home.uri>
 11. Springer Database <https://link.springer.com/>