

MINISTRY OF HEALTH OF UKRAINE  
HIGHER STATE EDUCATIONAL ESTABLISHMENT OF UKRAINE  
«BUKOVINIAN STATE MEDICAL UNIVERSITY»

"APPROVE"  
Vice-rector for scientific and pedagogical work  
Associate Professor I.V. Gerush  
"25" "08" 2020

STUDENT GUIDE  
(SYLLABUS)  
of studying the discipline

• ETHICS AND DEONTOLOGY IN PHARMACY

Field of knowledge 22 Healthcare  
(code and name of the field of knowledge)

Specialty 226 "Pharmacy, industrial pharmacy"  
(code and name of the specialty)

Educational degree master  
(master, bachelor, junior bachelor)

Educational year 1

Form of study full-time  
(full-time, part-time, distance)

Department pharmaceutical botany and pharmacognosy  
(name of the department)

Approved at the methodical session of the department of pharmaceutical botany and pharmacognosy  
"16" June 2020 (Protocol №19).

Head of the Department  (O.I. Zakharchuk)  
(signature)

Approved by the subject methodical commission on pharmaceutical disciplines  
"17" June 2020 (Protocol № 6).

Chairman of the subject methodical commission  (O.V. Gerush)  
(signature)

## 1. GENERAL INFORMATION ABOUT SCIENTIFIC AND PEDAGOGICAL WORKERS WHO TEACH THE SUBJECT

<b>Department</b>	Pharmaceutical botany and pharmacognosy
<b>Surname, name of scientific and pedagogical staff, scientific degree, academic status</b>	Zakharchuk Oleksandr Ivanovych – head of department, Doctor of Medicine, professor <a href="mailto:Zakharchuk.Oleksandr@bsmu.edu.ua">Zakharchuk.Oleksandr@bsmu.edu.ua</a> Ezhned Mariia Akhmedivna - Assistant Professor <a href="mailto:mariaezhned@bsmu.edu.ua">mariaezhned@bsmu.edu.ua</a>
<b>Web page of the department on the official website of the university</b>	<a href="https://www.bsmu.edu.ua/farmatsevtichnoyi-botaniki-ta-farmakognoziyi/">https://www.bsmu.edu.ua/farmatsevtichnoyi-botaniki-ta-farmakognoziyi/</a>
<b>Department website</b>	<a href="https://sites.google.com/a/bsmu.edu.ua/sajt-kafedri-farmacevticnoie-botaniki-ta-farmakognoziie/">https://sites.google.com/a/bsmu.edu.ua/sajt-kafedri-farmacevticnoie-botaniki-ta-farmakognoziie/</a>
<b>E-mail</b>	<a href="mailto:fbf@bsmu.edu.ua">fbf@bsmu.edu.ua</a>
<b>Address</b>	Chernivtsi, Yu. Fedkovych str., 15
<b>Contact phone</b>	+380(3722) 3-30-21

## 2. GENERAL INFORMATION ABOUT THE DISCIPLINE

<b>Status of the discipline</b>	normative
<b>Number of credits</b>	3
<b>Total amount of hours</b>	90
<b>Lectures</b>	10
<b>Practical lessons</b>	30
<b>Individual work</b>	50
<b>Type of final control</b>	credit

## 3. DESCRIPTION OF THE DISCIPLINE (ABSTRACT)

The discipline "Ethics and Deontology in Pharmacy" introduces students to ethical, bioethical and deontological principles and norms that contribute to the proper performance of professional duties during the practical activities of specialists in the field of pharmacy.

### 4. POLICY OF THE SUBJECT

#### 4.1. List of normative documents:

- Regulations on the organization of the educational process (<https://www.bsmu.edu.ua/wp-content/uploads/2020/03/polozhennya-pro-organizacziyu-osvitnogo-proczesu-u-vdnzu-bukovinskij-derzhavnij-medichnij-universitet.pdf>);
- Instructions for assessing the educational activities of BSMU students in the implementation of the European credit transfer system of the educational process (<https://www.bsmu.edu.ua/wp-content/uploads/2020/03/bdmu-instrukciya-shhodo-ocziyvannya-%D1%94kts-2014-3.pdf>);
- Regulations on the procedure for reworking missed and uncredited classes (<https://www.bsmu.edu.ua/wp-content/uploads/2019/12/reworks.pdf>);
- Regulations on the appeal of the results of the final control of knowledge of higher education (<https://www.bsmu.edu.ua/wp-content/uploads/2020/07/polozhennya-pro-apelyacziyu-rezultativ-pidsumkovogo-kontrolyu-znan.pdf>);
- Codex of Academic Integrity ([https://www.bsmu.edu.ua/wp-content/uploads/2019/12/kodeks\\_academic\\_faith.pdf](https://www.bsmu.edu.ua/wp-content/uploads/2019/12/kodeks_academic_faith.pdf));
- Moral and ethical codex of students ([https://www.bsmu.edu.ua/wp-content/uploads/2019/12/ethics\\_code.docx](https://www.bsmu.edu.ua/wp-content/uploads/2019/12/ethics_code.docx));
- Regulations on the prevention and detection of academic plagiarism (<https://www.bsmu.edu.ua/wp-content/uploads/2019/12/antiplagiat-1.pdf>);
- Regulations on the procedure and conditions for students to choose elective courses ([https://www.bsmu.edu.ua/wp-content/uploads/2020/04/nakaz\\_polozhennyh\\_vybirkovi\\_dyscypliny\\_2020.pdf](https://www.bsmu.edu.ua/wp-content/uploads/2020/04/nakaz_polozhennyh_vybirkovi_dyscypliny_2020.pdf));

- Rules of internal labor regulations of the Higher State Educational Institution of Ukraine "Bucovynian State Medical University" (<https://www.bsmu.edu.ua/wp-content/uploads/2020/03/17.1-bdmu-kolektivnij-dogovir-dodatok.doc>).

**4.2. Policy on adherence to the principles of academic integrity of higher education students:**

- independent performance of educational tasks of current and final controls without the use of external sources of information;
- cheating during control of knowledge is prohibited;
- independent performance of individual tasks and correct registration of references to sources of information in case of borrowing of ideas, statements, information.

**4.3. Policy on adherence to the principles and norms of ethics and deontology by higher education students:**

- actions in professional and educational situations from the standpoint of academic integrity and professional ethics and deontology;
- compliance with the rules of internal regulations of the university, to be tolerant, friendly and balanced in communication with students and teachers, medical staff of health care institutions;
- awareness of the importance of examples of human behavior in accordance with the norms of academic integrity and medical ethics.

**4.4. Attendance policy for higher education students:**

- attendance at all training sessions (lectures, practical (seminar) classes, final modular control) is mandatory for the purpose of current and final assessment of knowledge (except for respectable reasons).

**4.5. Deadline policy and completion of missed or uncredited classes by higher education students:**

- reworks of missed classes are held according to the schedule of missed or uncredited classes and consultations.

**5. PRECISIONS AND POST-REQUIREMENTS OF THE EDUCATIONAL DISCIPLINE (INTERDISCIPLINARY RELATIONS)**

List of disciplines, on which the study of academic discipline is based	List of academic disciplines, for which the basis is laid as a result of studying the discipline
admission to pharmacy	pharmaceutical legislation
philosophy	pharmacology
	management and marketing in pharmacy
	organization and economics of pharmacy
	pharmacoeconomics

**6. PURPOSE AND TASKS OF THE EDUCATIONAL DISCIPLINE:**

6.1. *The purpose* of studying the discipline is the formation of system of knowledge on morality, pharmaceutical ethics, bioethics and pharmaceutical deontology for further proper performance of professional duties by pharmacy specialists

6.2. *The main tasks* of studying the discipline are:

- mastering the essence of the basic concepts of morality, pharmaceutical ethics, bioethics and pharmaceutical deontology,
- acquisition of skills in the use of basic tools for successful communication and interaction,
- solving moral and communicative problems related to the practical activities of a pharmaceutical worker

**7. COMPETENCIES, THE FORMATION OF WHICH IS CONTRIBUTED BY THE DISCIPLINE:**

7.1. *Integral competence:* the ability to solve typical and complex specialized problems and practical problems in professional pharmaceutical activity using the provisions, theories

and methods of basic, chemical, technological, biomedical and socio-economic sciences; integrate knowledge and solve complex issues, formulate judgments on insufficient or limited information; clearly and unambiguously communicate their conclusions and knowledge, reasonably substantiating them, to professional and non-professional audience

**7.2. General competencies:**

GC 1. The ability to act socially responsible and civic conscious.

GC 2. Ability to apply knowledge in practical situations.

GC 6. Knowledge and understanding of the subject area and understanding of the profession.

GC 10. Ability to choose a communication strategy, the ability to work in a team.

**7.3. Professional (special) competencies:**

PC 1. Ability to use in professional activities knowledge of regulations, legislation of Ukraine and recommendations of good pharmaceutical practices.

PC 9. Ability to develop, implement and apply management approaches in the professional activities of pharmacies, wholesalers, manufacturing companies and other pharmaceutical organizations in accordance with the principles of Good Practice in Pharmaceutical Education and the FIP Global Framework.

PC 20. Ability to provide counseling and pharmaceutical care during the selection and release of over-the-counter drugs by assessing the risk / benefit ratio, compatibility, indications and contraindications, guided by data on the health of a particular patient, taking into account biopharmaceutical, pharmacokinetic, pharmacodynamic and physicochemical characteristics of the drug.

## **8. RESULTS OF STUDYING THE DISCIPLINE.**

GPR 1. Carry out professional activities in social interaction based on humanistic and ethical principles; identify future professional activities as socially significant for human health.

GPR 2. Apply knowledge of general and professional disciplines in professional activities.

GPR 6. Argue information for decision-making, be responsible for them in standard and non-standard professional situations; adhere to the principles of deontology and ethics in professional activities.

GPR 10. Follow the norms of communication in professional interaction with colleagues, management, consumers, effective work in a team.

PPR 1. To plan and implement professional activities on the basis of regulations of Ukraine and recommendations of good pharmaceutical practices.

PPR 9. Ability to develop, implement and apply management approaches in the professional activities of pharmacies, wholesalers, manufacturing companies and other pharmaceutical organizations in accordance with the principles of Good Practice in Pharmaceutical Education and the Global Framework.

PPR 20. To determine the advantages and disadvantages of drugs of different pharmacological groups, taking into account their biopharmaceutical, pharmacokinetic and pharmacodynamic features; to recommend to consumers medicines and goods of pharmacy assortment with rendering of consultative help.

## **9. INFORMATIONAL SCOPE OF THE DISCIPLINE**

*Description of each module of the discipline:*

The study discipline is given **90** hours (**3** ECTS credits).

The program is structured into two content modules:

## **Content module 1. Ethical, bioethical and deontological aspects - components of the morality of pharmaceutical workers**

### **Topic 1. Professional ethics of pharmaceutical workers**

Morality, its functions. Education of moral and ethical values: honesty, mercy, conscientiousness, responsibility for the task, etc.

The historical path of formation of ethics, pharmaceutical ethics. Deontology. Formation of pharmaceutical deontology. Past experience in medicine and pharmacy in the training of pharmaceutical workers. Oath of Hippocrates. Albert Schweizer's concept of "goodwill before life". Bioethics in pharmacy.

### **Topic 2. Professional morality of pharmaceutical workers**

Cases of deethization and dehumanization in modern medicine and pharmacy. WHO on training and requirements for modern pharmacists. Good pharmaceutical practice. The concept of drug (drug), original and generic drugs.

Today's problematic issues in pharmacy: the commercial nature of pharmacies and their social function, the entry into the pharmaceutical market of low-quality and counterfeit drugs, the participation of businessmen in the activities of pharmacies and pharmaceuticals, and so on.

### **Topic 3. Fundamentals of professional communications**

The ability to communicate with people is the path to success. Linguistic and psychological keys to determining the type of person. Differentiated approach to consumers. Communication with a conflicted person.

Standards of service (algorithm of communication of pharmacists / pharmacists with the buyer in a drugstore). Quality control of pharmacy customer service: internal inspections and the MYSTERY SHOPPING method.

Proper pharmaceutical care. Protocols of a pharmacist (pharmacist) when dispensing over-the-counter drugs.

Union or triad: doctor - patient - pharmacist / pharmacist. The relationship between pharmacist / pharmacist and doctor. The relationship of pharmacists in the team.

Relationships of pharmacists / pharmacists with medical representatives.

### **Topic 4. Moral and psychological climate in the team**

Value system, rules, psychological climate. Codes of ethics.

Corporate culture of pharmacies. Components of corporate culture.

The image of the pharmacy. Loyalty or involvement of the team. Types of corporate cultures. Monitoring of corporate culture.

## **Content module 2. Ethical, bioethical and deontological bases of interaction of subjects in the pharmaceutical market**

### **Topic 5. Ethical aspects of work team management in pharmacy / pharmaceutical organizations**

Management ethics: definition, essence. The main features of the team. Restrictions that interfere with the work of the team.

Measurement of the degree of maturity of the team by W. Siegert and L. Lang. Formation of ethical norms and culture of entrepreneurship in organizations.

Codes of ethics for workers and employees. Ethical relations in the team.

General principles of communication between the leader and subordinates. Ethical aspects of adaptation of new employees and young professionals.

Staff evaluation. Staff training.

### **Topic 6. Stimulating the work of pharmaceutical workers**

Life values and priorities of pharmaceutical workers. Hierarchy of needs of a pharmacist.

The role of motivation in the activities of a pharmacist. Forms of labor incentives. Methods of motivation: economic method, new tasks: "enrichment of work", involvement in management. Demotivating factors that interfere with the work of pharmacies.

Stress. Emotional exhaustion. Causes of dissatisfaction with work and ways to eliminate them.

### **Topic 7. Ethical and bioethical principles of promotion of medicines on the pharmaceutical market**

Unethical actions of market participants. WHO criteria for marketing drugs. The purpose of the criteria, the scope of their use. Rules for the proper promotion of medicines by healthcare companies to healthcare professionals.

Advertising of drugs among doctors and the public. The work of medical representatives. Symposiums and scientific meetings as a way to promote drugs.

Requirements for information in the instructions for medical use of drugs. Packaging and labeling.

Post-marketing research.

Self-treatment with over-the-counter drugs.

### **Topic 8. Business ethics in pharmacy**

Corporate social responsibility: pros and cons. Difficulties and prospects of the pharmaceutical industry.

Violation of ethical principles in promoting drugs on the market.

Ethics of business relations. Linguistic and psychological culture of business communication. Non-verbal means in business language practice.

Features of doing business in other countries.

### **Topic 9. Bioethics as a modern direction of medicine and pharmacy**

History of bioethics. Rules and principles of bioethics. Bioethical aspects of clinical trials of new drugs. Protection of patients' rights during clinical trials of new and generic drugs.

The role of ethics committees. Russell and Birch's "3R" concept.

### **Topic 10. Code of Ethics of a pharmaceutical worker. Rights and responsibilities of the pharmaceutical worker**

Code of Ethics for Pharmaceutical Workers of Ukraine. Rights and responsibilities of a pharmacist. Social protection of a pharmaceutical worker. Proper performance of professional duties. Improper performance of professional duties.

Offenses and liability. Types of liability: disciplinary, material, moral, administrative and criminal. Iatrogenic diseases and errors of pharmacists. Pharmacist error prevention.

## 10. STRUCTURE OF EDUCATIONAL DISCIPLINE

Names of content modules and topics	Amount of hours				
	Total	including			
		Classroom		Independent students' work	Individual work
		Lectons	Practicals		
1	2	3	4	5	6
<b>Module 1. Ethics and deontology in pharmacy</b>					
<b>Content module 1. Ethical, bioethical and deontological aspects - components of the morality of pharmaceutical workers</b>					
Topic 1. Professional ethics of pharmaceutical workers	8	1	–	2	–
Topic 2. Professional morality of pharmaceutical workers	10	1	–	4	–
Topic 3. Fundamentals of professional communications	13	2	–	6	–
Topic 4. Moral and psychological climate in the team	7,5	0,5	–	2	–
<b>Total on the content module 1</b>	<b>38,5</b>	<b>4,5</b>	<b>–</b>	<b>14</b>	<b>–</b>
<b>Content module 2. Ethical, bioethical and deontological bases of interaction of subjects in the pharmaceutical market</b>					
Topic 5. Ethical aspects of work team management in pharmacy / pharmaceutical organizations	8	1	–	2	–
Topic 6. Stimulating the work of pharmaceutical workers	9,5	0,5	–	4	–
Topic 7. Ethical and bioethical principles of promotion of medicines on the pharmaceutical market	8	1	–	2	–
Topic 8. Business ethics in pharmacy	8	1	–	2	–
Topic 9. Bioethics as a modern direction of medicine and pharmacy	8	1	–	2	–
Topic 10. Code of Ethics of a pharmaceutical worker. Rights and responsibilities of the pharmaceutical worker	10	1	–	4	–
<b>Total on the content module 2</b>	<b>51,5</b>	<b>5,5</b>	<b>–</b>	<b>16</b>	<b>–</b>
<b>TOTAL HOURS</b>	<b>90</b>	<b>10</b>	<b>–</b>	<b>30</b>	<b>–</b>

### 11. THEMATIC PLAN OF LECTURES

No	Name f topic	Amount of hours
1.	Professional ethics and professional morality of pharmaceutical workers	2
2.	Ethics of pharmacy subjects relations	2
3.	Ethics and relationships in the pharmacy team	2
4.	Business ethics in pharmacy	2
5.	Fundamentals of bioethics. Code of Ethics for Pharmaceutical Workers	2
	Total	<b>10</b>

### 12. THEMATIC PLAN OF PRACTICAL (SEMINAR) CLASSES

No	Name f topic	Amount of hours
1.	Ethics in the system of knowledge about morality	2
2.	Ethical behavior and professional morality of pharmaceutical workers	2
3.	The role of moral factors in the pharmacist activities	2
4.	Fundamentals of professional communications	2
5.	Ethics of the relationship between pharmacist and pharmacy visitors	2
6.	Ethical principles of the relationship between pharmacist and doctor. Relationships between pharmacy staff and sales medical representatives	2
7.	Moral and psychological climate in the team	2
8.	<b>Content module 1</b>	2
9.	Ethical aspects of pharmacy team management	2
10.	Stimulating the work of pharmaceutical workers	2
11.	Ethical and bioethical principles of promotion of medicines on the pharmaceutical market	2
12.	Business ethics in pharmacy	2
13.	Bioethics as a modern direction of medicine and pharmacy	2
14.	Rights and responsibilities of the pharmaceutical worker	2
15.	<b>Content module 2</b>	2
	Total	<b>30</b>

### 13. THEMATIC PLAN OF INDIVIDUAL WORK

No	Name f topic	Amount of hours
1.	Professional ethics of pharmaceutical workers	5
2.	Professional morality of pharmaceutical workers	5
3.	Fundamentals of professional communications	5
4.	Moral and psychological climate in the team	5
5.	Ethical aspects of work team management in pharmacy / pharmaceutical organizations	5
6.	Stimulating the work of pharmaceutical workers	5
7.	Ethical and bioethical principles of medicines promotion on the pharmaceutical market	5
8.	Business ethics in pharmacy	5
9.	Bioethics as a modern direction of medicine and pharmacy	5
10.	Rights and responsibilities of the pharmaceutical worker	5
	Total	<b>50</b>

### 14. LIST OF INDIVIDUAL TASKS

In each of the two content modules is provided to write and defense one essay by a student.



## 15. METHODS AND FORMS OF IMPLEMENTATION OF THE CONTROL

During the study of the discipline, all types of student activities are subject to control, both current (at each lesson), intermediate (checking the mastery of content modules), and final (credit).

Current control is carried out at each seminar in accordance with the specific objectives of the topic, during the individual work of the teacher with the student for those topics that the student develops independently. Module 1 provides for two intermediate controls of learning content modules.

Current and intermediate control of content modules gives the student the opportunity to earn up to 180 points. Intermediate control of content modules includes control of theoretical knowledge, test control and control of practical skills (solving situational problems).

Final control (credit) is carried out upon completion of the study of all topics of module 1. The final control is allowed to students who at the time of its implementation performed all types of work provided by the curriculum.

Final control (credit) is credited if the student in studying the discipline on the results of their current performance and as a result of intermediate control of his knowledge, practical skills and abilities on the materials of content module 1 and content module 2 scored at least 121 points.

## 16. EVALUATION OF THE LEVEL OF STUDENT TRAINING IN THE DISCIPLINE

The *maximum number of points* that a student can score for the current educational activity and during the intermediate controls of the content modules is calculated by multiplying the number of points corresponding to the grade "5" by the number of topics in the module ( $13 \times 15 = 195$  points) taking into account the maximum possible result of evaluation of the student's performance of individual work (5 points) and is  $195 + 5 = 200$  points.

The *minimum number of points* that a student can score for the current educational activity and during the intermediate controls of the content modules is calculated by multiplying the number of points corresponding to the grade "3" by the number of topics in the module ( $8 \times 15 = 1120$  points) taking into account the minimum possible result of assessment of performance by the student of two individual tasks (1 point) and makes  $120 + 1 = 121$  points.

Number of module number of study hours / number of credits ECTS	Number of content modules, their numbers	Number of seminars	Conversion into point of the traditional scale								Minimum score *
			Traditional scale				Scores for individual task				
			«5»	«4»	«3»	«2»					
			«5»	«4»	«3»	«2»					
Module 1 90/3,0	2 (№№ 1-2)	15	13	10	8	0	5	3	1	–	121

*Assessment of individual student's work.* The student's individual work, which is provided by the topic of the lesson together with the classroom work, is evaluated during the current control of the topic in the relevant lesson.

*Assessment of the module and discipline.* Grade for the module and the discipline is defined as the sum of the final points for the current educational activity and points for the performance of individual task and is displayed on a 200-point scale.

The final assessment of the discipline is carried out in the form of a test on a two-point scale: "credited" or "not credited".

A student receives a grade of "credited" if he has performed all types of work provided for in the work program in the discipline; attended all classes - lectures and seminars provided by the curriculum (in the presence of missed or not credited classes - worked them out in a timely manner); while studying the discipline scored a total of not less than 121 points.

A student receives a grade of "not credited" if he has not completed missed or not credited lectures and / or seminars and scored a total of less than 121.

## **17. RECOMMENDED LITERATURE**

### **17.1 Basic**

1. Zakharchuk O.I. Deontolohiia v medytsyni: navchalnyi posibnyk. Vydannia druhe, dopovnene / O.I. Zakharchuk, M.I. Kryvchanska. – Chernivtsi: Meduniversytet, 2019. – 242 s.
2. Stepanchuk V.V. Etyka i deontolohiia u farmatsii: Navchalnyi posibnyk / V.V. Stepanchuk, O.I. Zakharchuk, S.V. Yurniuk. – Chernivtsi: Meduniversytet, 2020. – 147 s.
3. Mnushko Z.N., Dykhtiareva N.M., Chernobrovaia N.V. y dr. Farmatsevticheskaia etyka y deontolohiia. – Kh.: Yz-vo NFAU: Zoloty stranytsy, 2002.- S. 60 – 75.
4. Nalezni praktyky u farmatsii: praktykum dlia stud. vyshchikh med. navch. zakladiv / Hudz N. I., Kalyniuk T. H., Bilous S. B., Smetanina K. I. ; za red. T. H. Kalyniuka. – Vinnytsia : Nova Knyha, 2013. – 368 s.
5. Mozhelovskiy N.N. Perspektivy samolecheniya// Ezhenedelnyk Apteka. – 2003. - №11. – S. 7 - 9.
6. Nazar P.S., Vilenskyi Yu.P. Osnovy medychnoi etyky. - K.: „ Zdorov'ia ". - 2002. – 341 s.

### **17.2. Auxillary**

1. Hrando A.A. Likarska etyka i medychna deontolohiia.- 2-e vydavnytstvo, pererobl. i dop.-K.: Vyscha shk., 1988. - 192s.
2. Kotvitska A.A. Doslidzhennia vprovadzhennia etychnoho kodeksu farmatsevtichnykh pratsivnykiv Ukrainy u praktychnu diialnist / A.A. Kotvitska, I.O. Surikova, N.B. Havrysh // Sotsialna farmatsiia v okhoroni zdorovia. – 2015. – № 1. – S. 45-52.
3. Kotvitska A.A. Retrospektyvnyi ohliad formuvannia moralnykh pryntsyviv medychnoi ta farmatsevtichnoi etyky / A.A. Kotvitska, N.V. Chmykhalo // Menedzhment ta marketynh u skladi suchasnoi ekonomiky, nauky, osvity, praktyky : materialy II Mizhnar. nauk.-prakt. Internet-konf. 27-28 berez. 2014 r., m. Kharkiv. – Kh. : Vyd-vo NFaU. – 2014. – S. 101-103.
4. Malets L. Korporatyvnaia etyka : praktycheskye rekomendatsyy dlia lydera / L. Malets // Personal. – 2001. – № 2 (62). – S. 72-73.
5. Menabde N. Nadlezhashchaia aptechnaia praktyka (NAP) v obshchestvennoi y bolnychnoi aptekakh / N. Menabde, E. Ehorenkova // Provyzor. – 1999. – № 18. – S. 26-28.
6. Meshkovskiy A.P. VOZ o roly farmatsevtov /A.P. Meshkovskiy // Farmateka. – 1999.– № 6.– S.3-5.
7. Mnushko Z.N. Znanye professyonalnoi etyky y deontolohyy – sostavliaiushchaia uspekha v deiatelnosti provyzoza / Z.N. Mnushko, Z.R. Safyulyna, Y.V. Pestun, Y.L. Okkert // Provyzor. – 2011. – № 6. – S. 30-35.
8. Nosyk O.M. Vplyv korporativnoi kultury na efektyvnist funktsionuvannia pidpriemstva / O.M. Nosyk, H.D. Bunina // Profesiinyi menedzhment v suchasnykh umovakh rozvytku rynku : materialy dop. IV nauk.-prakt. konf. z mizhnar. uchastiu, m. Kharkiv, 3 lystop. 2015 r. – Kh. – 2015. – S. 22-23.
9. Pashkov V.M. Zahrozy u haluzi okhorony zdorovia. Hospodarsko-pravova kharakterystyka ta klasyfikatsiia / V.M. Pashkov // Ezhenedelnyk APTEKA.– 2007.– №29 (600).– S. 98-99.
10. Provizor yak providnyk pryntsyviv bioetyky u farmatsevtichnii praktytsi /O.M. Hryshchenko, V.L. Kulinichenko, O.M. Ternova, V.I. Todorova // Farmats. zhurn. – 2003. – № 4. – S. 46-50.
11. Safyulyna Z.R. Sovremennyye problemy sozdaniya y uspolzovaniya torhovykh naimenovaniy lekarstvennykh preparatov / Z.R. Safyulyna, Z.N. Mnushko, Y.V. Tymaniuk // Menedzhment ta marketynh u skladi suchasnoi ekonomiky, nauky, osvity, praktyky: Materialy Mizhnarodnoi naukovy-praktychnoi Internet-konferentsii (m. Kharkiv, 28-29 bereznia 2013 r.) – Kharkiv. – 2013. – S. 256-262.

12. Farmatsevycheskaia opeka – vazhneishyi aspekt klynicheskoi farmatsyy / Y.A. Zupanets, V.P.Chernykh, S.B. Popov, N.V. Bezdetko // Provyzor. – 2000. – № 11. – S. 6-7.
13. Farmatsevychno pravo yak bazova osnova vdoskonalennia sotsialnykh y moralno-etychnykh pravovidnosyn mizh likarem, khvorym i provizorom u farmatsevychnomu biznes seredovyshchi / V.O.Shapovalova, Z.S. Halavan, S.I. Zbrozhek, V.V. Shapovalov, L.O. Hutorova // Farmats. zhurn. – 2006. – № 2. – S. 33–38.
14. Khodakovskaia Yu. Standarty – element vasheho brenda / Yu. Khodakovskaia // Farmvivat. – 2006. – №3. – S. 4-5.
15. Chebanenko N. Tandem – prodavets – pokupatel : sekrety uspeshnykh prodazh / N. Chebanenko // Farmvivat. – 2006. – № 2. – S. 9-10.

### **17.3 Information resources**

1. Server dystantsiinoho navchannia BDMU – <http://moodle.bsmu.edu.ua/>
2. Zhurnal «Marketynh y reklama» – [www.mr.com.ua/o-zhurnale.html](http://www.mr.com.ua/o-zhurnale.html)
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