

THE SYLLABUS OF THE EDUCATIONAL COMPONENT



ETHICS AND DEONTOLOGY IN PHARMACY

for higher education applicants 4 year full-time forms of education
educational programme "Pharmacy"
speciality 226 "Pharmacy, industrial pharmacy"
Industries of knowledge 22 "Protection health"
Second (master's) level of higher education

TEACHERS

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1. Name of higher education institution and structural unit: National University of Pharmacy, Department of Management, Marketing and Quality Assurance in Pharmacy.

2. Department address: Kharkiv, str. Valentynivska, 4, 3rd floor, tel. 0572-67-91-72.

3. Department website: <http://mmf.nuph.edu.ua/>.

4. Consultations : take place online according to a schedule which posted on the website department of Management, Marketing and Quality Assurance in Pharmacy (at the link <https://mmf.nuph.edu.ua/grafiki-potochnih-konsultacij/>).

5. Abstract of the educational component: The educational component "Ethics and deontology in pharmacy" is aimed at the formation of applicants' higher education abilities successfully to work on the pharmaceutical market considering moral and ethical considerations values. Get to know acquirer's higher education with ethical, bioethical and deontological principles and norms, which contribute proper performance professional responsibilities during practical activity specialists in the field pharmacy. The purpose of teaching the educational component "Ethics and deontology in pharmacy" is formation systems of moral, pharmaceutical knowledge ethics, bioethics and pharmaceutical deontology for the future proper implementation professional responsibilities specialists' pharmacy. The main one's tasks of the educational component "Ethics and deontology in pharmacy" is assimilation entities basic concepts of morality, pharmaceutical ethics, bioethics and pharmaceutical deontology, acquisition skill in use basic tools successful communication and interaction, solution moral and communicative problems related to practical activities pharmaceutical employee.

6. Purpose of teaching the educational component: is the formation of a system of knowledge on morality, pharmaceutical ethics, bioethics and pharmaceutical deontology for further proper performance of professional duties by pharmacy specialists.

7. Competencies in accordance with the educational programme:

Soft- skills / General competencies (GC):

GC 1. Ability act socially responsibly and civilly consciously.

GC 4. Ability to think abstractly, analyze and synthesize, learn and be modern learned.

GC 6. Knowledge and understanding objective areas and understanding professional activities.

GC 7. Ability to adapt and act in a new situation.

GC 9. Skills using information and communication technologies.

GC 10. Ability to choose strategies communication, ability work in a team and with experts from others industries of knowledge / species economic activities.

GC 14. Ability save and multiply moral, cultural, scientific values and achievements society-based understanding history and regularities development objective region, her places in the general system knowledge about nature and society and in development society, technology and technology, to use different types and forms motor activities for active recreation and leading a healthy lifestyle.

Hard-skills / Professional (speciality) competencies (PC):

PC 13. The ability to demonstrate and apply in practical activities communicative skills, fundamental principles of pharmaceutical ethics and deontology, based on moral obligations and values, ethical standards of professional behavior and responsibility in accordance with the Code of Ethics of Pharmaceutical Workers of Ukraine and WHO guidelines.

8. Programme learning outcomes (PLO):

PLO 1. To carry out professional activities in social interaction based on humanistic and ethical principles; to identify the future professional activity as socially significant for human health.

PLO 4. Demonstrate the ability to independently search, analyze and synthesize information from various sources and use these results to solve typical and complex specialized problems tasks of professional activity.

PLO 5. To position one's professional activity and personal qualities on the pharmaceutical labor market; to formulate the goals of one's own activity taking into account public and industrial interests.

PLO 6. Argue information for acceptance decisions, bear responsibility for them in standard and non-standard professional situations; follow principles deontology and ethics in professional activities.

PLO 7. Execute professional activity with use creative methods and approaches.

PLO 10. Adhere to the norms of professional communication effective interaction with colleagues, management, consumers work in a team.

PLO 25. Contribute preservation health, in particular prevention diseases, rational purpose and use medical means. Perform conscientiously your professional responsibilities, comply with legislation of promotion and advertising medical means. Have psychological skills communion to achieve trust and mutual understanding with colleagues, doctors, patients, consumers.

9. Status of educational component: *compulsory*.

10. Prerequisites of the educational component: "History of world and Ukrainian culture", "Religious studies", "Philosophy, ethics and aesthetics".

11. The scope of the educational component: 3 ECTS credits, 90 hours: 12 hours of lectures, 18 hours of seminar classes, 60 hours of self-study work.

12. Organisation of the teaching process:

Teaching methods:

- *explanatory (informational and reproductive) method*: lecture-based learning – lectures, video materials;
- *reproductive method*: traditional seminar classes;
- *problem-based teaching*: Case-based learning –case method;
- *partially-search method*: Project-based learning –project method; team-based learning – method of working in small groups.

The content of the educational component

Content module 1. Basic provisions of pharmaceutical ethics and deontology

Topic 1. Introduction to pharmaceutical ethics and deontology.

Topic 2. Ethical challenges in pharmacy.

Topic 3. Code of ethics of a pharmaceutical worker.

Topic 4. Ethics of relationships in pharmacy.

Topic 5. Ethics of using information technologies in pharmacy.

Content module 2. Ethical, bioethical and deontological aspects at the stages of development, manufacture and sale of medicinal products

Topic 6. Ethical problems at the stage of drug development and research.

Topic 7. Ethical aspects of the production of medicinal products.

Topic 8. Ethical problems in the process of wholesale and retail sales of medicinal products.

Topic 9. Ethical principles of promotion of medicinal products.

Topic 10. Business ethics of pharmaceutical organizations.

Organisation of individual work:

Independent work includes studying questions on the topics of the educational component, which were not included in classroom classes, and implementation tasks from these questions for the purpose of consolidating the theoretical material.

13. Types and forms of control:

Types and forms of control:

Control of knowledge at each lesson: oral survey, solving situational tasks.

Control of content modules: preparation of test tasks, answers according to the module ticket (2 theoretical questions).

Conditions of admission to control content modules: availability minimal quantity points for classes content module, for control of content module 1 (for control of content module 2).

Semester control:

Semester control form: semester assessment.

Conditions for admission to the semester control: current rating of more than 60 points, absence of missed seminar classes, fulfillment of all requirements stipulated in the work program of the educational component.

14. The assessment system for the educational component:

Assessment of the acquisition of topics of the educational component during classes:

<i>The number of the topic (lesson) of the educational component</i>	<i>The maximum number of points by topic (lesson)</i>	<i>Distribution of the maximum number of points per topic (lesson) by type of work</i>	<i>Types of work for which the applicant receives points</i>
Content module 1 Basic provisions of pharmaceutical ethics and deontology			
Topic 1.	4	2	preparation presentations and essays
		1	oral respond
		1	solution situational tasks
Topic 2.	4	2	preparation presentations and essays
		1	oral answer
		1	solution situational tasks
Topic 3.	4	2	preparation presentations and essays
		1	oral respond
		1	solution situational tasks
Topic 4.	4	2	preparation presentations and essays
		1	oral respond
		1	solution situational tasks
Topic 5.	4	2	preparation presentations and essays
		1	oral respond
		1	solution situational tasks
In total points for content module 1:		20	
Content module 2 Ethical, bioethical and deontological aspects at the stages of development, manufacture and sale of medicinal products			
Topic 6.	4	2	preparation presentations and essays
		1	oral respond
		1	solution situational tasks
Topic 7.	4	2	preparation presentations and essays
		1	oral respond
		1	solution situational tasks
Topic 8.	4	2	preparation presentations and essays
		1	oral respond
		1	solution situational tasks
Topic 9.	4	2	preparation presentations and essays
		1	oral respond
		1	solution situational tasks
Topic 10.	4	2	preparation presentations and essays
		1	oral respond
		1	solution situational tasks
In total points for content module 2:		20	
In total points for the module:		40	

The study of the educational component by students of higher education is possible with help non-formal education. Instead of performing types of work on any topic of the educational component, the following types of work of a student of higher education may be counted:

- participation in workshops, forums, conferences, seminars, webinars on the topic of the educational component (with the preparation of essays, abstracts of reports, information messages, etc., which is confirmed by the program of the event, or abstracts of reports, or a corresponding certificate);
- participation in research and applied research on the topic of the educational component (in the development of questionnaires, conducting experimental studies, processing research results, preparing a report, presenting results, etc., which is confirmed by a demonstration relevant materials).

The assessment of applicants by type of work during classes:

<i>Types of work for which the applicant receives points</i>	<i>The maximum number of points</i>
answers to theoretical questions	10
solution situational tasks	10
writing an essay	20
<i>In total points:</i>	<i>40</i>

The assessment during the content module control:

<i>Types of work for which the applicant receives points</i>	<i>Distribution of the maximum number of points for the content module control by type of work</i>	<i>The maximum number of points for the content module control</i>
<i>Content module 1</i>		
testing	10	<i>30</i>
answers to theoretical question	20	
<i>Content module 2</i>		
testing	10	<i>30</i>
answers to theoretical questions	20	
<i>Total points for control of the content modules:</i>		<i>60</i>

Assessment of individual work of a higher education applicant:

during the current control: additional 2 points - writing reports on the topic of the lesson

during content control modules: tickets to the content module include theoretical questions and situational tasks with topics

Rating scale of semester credit:

When studying educational component is used several assessment scales: a 100-point scale, an undifferentiated ("passed", "not passed ") two-point scale (for semester credit) and the ECTS rating scale. The results are converted from one scale to another according to tables.

Total points by a 100-point scale	ECTS rating scale	Assessment by an undifferentiated scale
90-100	A	passed
82-89	B	
74-81	C	
64-73	D	
60-63	E	
35-59	FX	failed
1-34	F	

15. Educational component policies:

Academic Integrity Policy. It is based on the principles of academic integrity given in the Regulation “On measures to prevent cases of academic plagiarism in the NUPh”. Cheating when assessing the success of a higher education applicant during control activities in practical (seminar, laboratory) classes, monitoring of content modules and semester examinations is prohibited (including using mobile devices). Abstracts must have correct text links to the literature used. Identification of signs of academic dishonesty in the written work of a higher education applicant is the basis for its disregard by the teacher.

Class attendance policy. A higher education applicant is required to attend academic studies (Regulation “On the organisation of the educational process of the NUPh”) according to the class schedule (<https://nuph.edu.ua/rozklad-zanyat/>), adhere to ethical standards of behaviour.

Policy on deadlines, academic detention, improving the rating, and eliminating academic debt. Academic detention of missed classes by a higher education applicant is carried out in accordance with the “Regulations on academic detention of missed classes by applicants and the procedure for eliminating the academic difference in the curriculum in the NUPh” in accordance with the schedule for academic detention of missed classes set at the Department. Improving the rating and eliminating academic debt on the educational component is carried out by higher education applicants according to the procedure given in the Regulation “On the procedure for assessing the learning outcomes of higher education applicants in the NUPh”. Higher education applicants are required to comply with all deadlines set by the Department for performing types of written works on the educational component. Works that are submitted in violation of deadlines without valid reasons are rated at a lower rating – up to 20% of the maximum number of points for this type of work.

Policy on challenging the assessment on the educational component (appeals). Higher education applicants have the right to appeal the assessment on the educational component obtained during control activities. The appeal is carried out in accordance with the “Regulations on appealing the results of semester control of knowledge of higher education applicants in the NUPh”.

Policy on the recognition of learning outcomes obtained through non-formal and/or informal education by higher education applicants. Higher education applicants have the right to recognise the results of training acquired in non-formal and informal education in accordance with the Regulation “On the procedure for recognising learning outcomes obtained through non-formal and/or informal education by applicants for higher education in the NUPh”. Within the framework of academic freedom of the teacher, instead of performing types of work on the topic of the educational component, it is possible to credit a non-formal education of a higher education applicant.

16. Information and methodological support of the educational component:

Required reading	<ol style="list-style-type: none"> 1. Malyi, V. V. Ethics and deontology in pharmacy : tutorial / V.V. Malyi, Z.R. Safiulina, M.M. Kobets, A.B. Olkhovskaya; by ed. prof. V. V. Malyi – Kh. : NUPh. –2020. – 245 p. 2. Ethics and deontology in pharmacy: texts of lectures // I.V. Sofronova, V.V. Malyi, I.V. Timanyuk, M.N. Kobets – Kharkiv: NUPh, 2015. – 66 p. 3. Malyi, V. V. Ethics and deontology in pharmacy: meth. recom. for seminar classes / V.V. Malyi, I.V. Timanyuk, Z.R. Safiulina – Kh.: NUPh, 2015. – 50 p.
Additional literature for in-depth study of the educational component	<ol style="list-style-type: none"> 1. Adiguze, Z. Evaluation and Importance of Business Ethics in Terms of Organizational Culture / Z. Adiguze // Multidisciplinary Approaches to Ethics in the Digital Era. – 2021. – P. 245–275. 2. Alves, T. L. Medicines Information and the Regulation of the Promotion of Pharmaceuticals / T.L. Alves, J. Lexchin, B. Mintzes // Springer. – 2018. – P. 1167–1192. 3. Bondarieva, I.V. Research of ethical aspects that arise in connection with the sale of medicines via the internet and electronic platforms / I.V. Bondarieva, V.V. Malyi, A.A. Chehrynets // Менеджмент та маркетинг у складі сучасної економіки, науки, освіти, практики : матеріали XI міжнар. наук.-практ. дистанційної конф., м. Харків, 21

	<p>берез. 2024 р. / ред. кол.: В. В. Малий [та ін.]. – Харків : НФаУ, 2024. – С. 35–40.</p> <p>4. Bou-Saba, A. Adherence to Good Pharmacy Practices by Community Pharmacies in Lebanon and Opportunities for Quality Improvement: It is Time to Act / A. Bou-Saba, K. Kassak, P. Salameh // Integrated Pharmacy Research and Practice. – 2023. – P. 25–35.</p> <p>5. Carnes, N.C. How morality signals, benefits, binds, and teaches / N.C. Carnes, B. Allmon, J. Alva, K.A. Cousar, Z.D. Varnam // Journal of Experimental Social Psychology. – 2022. – 14 p.</p> <p>6. Cho, S. Study on the Relationship between CSR and Financial Performance / S. Cho, C. Chung, J. Young // Sustainability Journal. – 2019. – P. 1–26.</p> <p>7. Devolder, K. The Ethics of Creating and Using Human-Animal Chimeras / K. Devolder, L. Yip, T. Douglas // ILAR Journal. – 2019. – Vol. 60, No. 3. P. 434–438.</p> <p>8. Faisal, A. Doctors' Interactions with Pharmaceutical Sales Representatives: Modelling Doctors Prescription Behaviour / A. Faisal, M. S. Ahmad, R. Thurasamy, R. Ahmed // Community Ment Health Journal. – 2020. – P. 456–463.</p> <p>9. Ferrell, O.C. Business ethics, corporate social responsibility, and brand attitudes: An exploratory study / O.C. Ferrella, D. E. Harrisonb, L. Ferrellc, J. F. Haird // Journal of Business Research. – 2019. – P. 491–501.</p> <p>10. Gheraia, Z. Relationship between Business Ethics and Corporate Social Responsibility / Z. Gheraia, S. Saadaoui, H.Abed Abdelli // American Journal of Management Studies. – 2020. – V.5. – P. 1–6.</p> <p>11. Häyry, M. Ethics and cloning / M. Häyry // British Medical Bulletin. – 2018. – Vol.128. – P. 15–21.</p> <p>12. International Pharmaceutical Federation (FIP). Ethics and the pharmacist: Privacy and confidentiality. The Hague: International Pharmaceutical Federation, 2023. – 24 p.</p> <p>13. Jacob, N. T. Drug promotion practices: A review / N.T. Jacob // British Journal of Clinical Pharmacology. – 2018. – P. 1659–1667.</p> <p>14. Konokh, A. Formation of Deontological Culture of Future Pharmacists in Higher Education Institutions of Ukraine / A. Konokh, V. Naumchuk, A. Konokh, O. Konokh, T. Shafranska // Universal Journal of Public Health. – 2022. – 10(4). P. 289–298.</p> <p>15. Krajnovic, D. Ethical issues and values in pharmacy practice / D. Krajnovic, T. Crnjanski, S. Mirko // Farmacia. – 2021. – V. 69, 2. – P. 375–383.</p> <p>16. Malik, S. Emerging Applications of Nanotechnology in Healthcare and Medicine / S. Malik, K. Muhammad, Y. Waheed // Molecules. – 2023. – 28. – P. 30.</p> <p>17. Malik, F. Exploring the Role of Pharmaceutical Marketing on Physician Ethical Behaviors: A Grounded Theory Study / F. Malik, M.Junaid, I.Sharif // City university research journal. – 2020. – Vol.9, №2. – P. 245–263.</p> <p>18. Marios, M. Role of genetic engineering in drug production / M. Marios // Advancements in Genetic Engineering. – 2023. – Vol.12. – P. 1–2.</p> <p>19. Martinez, C. M. Ethical dilemmas of the medical sales representatives in pharmaceutical marketing and sales / C.M. Martinez, Yango, A.R. // Technium Social Sciences Journal. – 2023. – Vol.44. – P. 910–926.</p>
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	<p>20. Morality is Supreme: The Roles of Morality, Fairness and Group Identity in the Ultimatum Paradigm / W. Liu [et al.] // Psychology Research and Behavior Management. – 2022. – 2049–2065.</p> <p>21. Okoro, R. Ethics of Pharmacy Practice: Ethical Principles Knowledge and Perceived Ethical Practices of Community and Hospital Pharmacists in Nigeria / R. Okoro, E. Hedima, S. Abdullateef, C. Aguiyi-Ikeanyi, S. Mudenda // Indian Journal of Pharmacy Practice. – 2021. – V. 15. – P. 308–314.</p> <p>22. Orayj, K. The Concept of Pharmacy Ethics and the Examples of Ethical Dilemmas Encountered by Pharmacists in the Asir Region, Saudi Arabia: A Qualitative Study / K. Orayj, K. Alahmari, M. Alasiri // International Journal of General Medicine. – 2022. – P. 4985–4996.</p> <p>23. Pawar, S. Ethical Issues in Pharmacy Practice: Run by Ethics Not by Rules / S. Pawar, T. Jain, G. Kankawle // International Journal of Pharmaceutical Sciences Review and Research. – 2023. – №7. – P. 33–36.</p> <p>24. Sim, S. Nanotechnology and its use in imaging and drug delivery (Review) / S. Sim, N. K. Wong // Biomedical reports. – 2021. – 14(42). – P. 1–9.</p> <p>25. Sawad, A.B. Marketing training strategies that pharmaceutical sales managers use to reduce unethical behavior / A.B. Sawad, K. Andrews // Journal of Education and Health Promotion. – 2022. – P. 1–11.</p> <p>26. Singh, Om P. Ethics in Dealing with Pharma Industry / Om P. Singh, G. Saha, M. Siddiqui, A. Majid // Indian J Psychiatry. – 2022. – № 64. – P. 62–67.</p> <p>27. Thompson, D.F. Understanding Financial Conflicts of Interest. The New England Journal of Medicine. – 2014. – 370 (24). – P. 2320–2321.</p>
Up-to-date electronic information resources (journals, websites, etc.) for in-depth study of the educational component	<p>1. Verkhovna Rada of Ukraine. Legislation of Ukraine: http://zakon.rada.gov.ua</p> <p>2. Ministry of Health of Ukraine: http://www.moz.gov.ua</p> <p>3. Weekly pharmacy: https://www.apteka.ua/</p> <p>4. WHO website: http://www.who.int</p> <p>5. Journal "Social pharmacy in health care": http://www.sphhcj.nuph.edu.ua</p> <p>6. Association of International Pharmaceutical Representatives manufacturers of Ukraine: https://aipm.org.ua/pro-airm-ukrayina/</p> <p>7. Rules of proper promotion by pharmaceutical companies medicines for healthcare professionals: http://www.apteka.ua/article/65892</p> <p>8. Code of ethics of pharmaceutical workers of Ukraine: http://www.apteka.ua/article/126803</p>
Moodle distance learning system	https://pharmel.kharkiv.edu/moodle/course/view.php?id=4140

17. Material and technical support and software of the educational component: computer, multimedia projector, Google Workspace for Education Standard, ZOOM, MOODLE.