

**COURSE TITLE:** Pharmacy Practice Management

**COURSE NUMBER:** PHA 442

**SEMESTER HOURS:** 3

**REQUIRED:** YES

**PREREQUISITES:** None

**BULLETIN**

**DESCRIPTION:** This course introduces students to management techniques applicable to the contemporary practice of pharmacy in community and institutional settings.

**JUSTIFICATION:** Pharmacists must know and be able to apply sound management practices in their professional practices. Understanding and application of management theory and methods are important for new graduates as they begin their professional practices. New practitioners must be able to manage personnel, inventory and practice site processes. Equally important, they must be able to understand the motivations of, and be able to communicate with, those managers positioned above them in the organizational chart.

**COURSE**

**OBJECTIVES:**

<b>Course Objectives</b>	<b>Pharmaceutical Care &amp;/or General Educational Abilities (Ability Based Outcomes)</b>	<b>Bloom's Taxonomy Level(s)</b>
1. Explain and summarize relevant aspects of the past, present, and likely future of pharmacy as the context for contemporary and future pharmacy practice management	6, 8, 9, & 12	I, II, IV & VI
2. Compare, contrast and criticize key management approaches	6, 8, & 10	II, IV & VI
3. Outline, compare and criticize managerial decision-making processes	6, 8, & 10	II, IV & VI
4. Explain, compare and discuss the management functions of planning, organizing, directing and controlling	6, 8, & 10	II, IV, V & VI
5. Explain, discuss, contrast, and analyze various marketing approaches	6, 8, 9 & 10	II & IV, V
6. Describe, explain and assess the processes and strategies of marketing research	6, 8 & 9	II, IV & VI
7. Define, describe, explain, compare, discuss and contrast key marketing strategies	6, 8 & 9	I, II, IV, V & VI
8. Explain time management as it is applied to distributive and patient care activities.	6 & 8	II, III, & V
9. Explain key aspects of personnel management and how these are important to both pharmacy facility management and to the quality of patient care delivered.	6, 7, 8, 9 & 10	II, III, IV, V & VI
10. Explain, apply and analyze key aspects of inventory and cash management	6, 7, 8, 9 & 12	II, III & IV
11. Explain key managerial aspects involved in the development and implementation of value-added services, how these are important to both pharmacy facility management and to the quality of patient care delivered.	2, 6, 7, 8, 9, & 12	II, III & IV

**INSTRUCTIONAL  
METHODS:**

Lecture and/or Internet presentations, guest speaker, reading assignments, case studies with in-class and/or online discussions, application of didactic material through written case analyses for selected topics, reflective writing using class time for short “free write” exercises followed by class discussion and instructor feedback.

**ACTIVE LEARNING  
METHODS:**

In-class or web-based group exercises and/or case analyses. Oral presentations by campus-based students. Web-based students create PowerPoint slides for an internet presentation.

**GRADING:**

**The point breakdown for campus-based students is:**

Exam #1:	100 points
Exam #2:	100 points
Exam #3:	100 points
5 written discussions (15 points each):	75 points
Oral individual presentation:	60 points
Oral group presentation:	40 points
<u>Written group report:</u>	<u>25 points</u>
Total	500 points

Up to 5 Bonus points are possible from evaluations received by team members

**The point breakdown for web-based students is:**

Exam #1:	100 points
Exam #2:	100 points
Exam #3:	100 points
5 written discussions (15 points each):	75 points
Group internet presentation:	100 points
<u>Written group report:</u>	<u>25 points</u>
Total	500 points

Up to 5 Bonus points are possible from evaluations received by team members

**Grades are based on the percentage of total points earned (rounded to the nearest whole percent):**

**A** = 90-100%   **B+** = 86-89%   **B** = 80-85%   **C+** = 76-79%   **C** = 70-75%   **D** = 65-69%   **F** = <65%

**INSTRUCTORS:**

Bartholomew E. Clark, R.Ph., Ph.D.  
Assistant Professor

Mark V. Siracuse, Pharm.D., Ph.D.  
Assistant Professor

**TEXT(S):**

Desselle, Shane P. and Zgarrick, David P.(2005) **Pharmacy Management: Essentials for all Practice Settings**, First Edition, McGraw-Hill, New York. (ISBN: 0-07-141869-5)

*The latest policies, including those regarding students with disabilities and misconduct can be found on the School's web site at [http://spahp.creighton.edu/Acad\\_SAffairs/default.asp](http://spahp.creighton.edu/Acad_SAffairs/default.asp). Each student is responsible for becoming familiar with all of the latest policies.*

**“Faculty reserve the right to make changes in a course as necessary and those changes must be submitted to the Curriculum Committee within 30 days.”**

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### **Ability-Based Educational Outcomes for Graduates**

See [http://pharmacy.creighton.edu/programs/goals\\_obj.asp](http://pharmacy.creighton.edu/programs/goals_obj.asp) for more detailed explanations of outcomes.

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#### **Pharmaceutical Care Abilities**

1. **Patient Assessment** - The student shall contribute to the database of information about the patient.
2. **Pharmaceutical Care Plan Development** - The student shall develop pharmaceutical care plans
3. **Drug Therapy Evaluation** - The student shall assess and monitor the patient's drug therapy
4. **Pharmacotherapy Decision-Making** - The student shall make pharmacotherapy decisions and support those decisions.
5. **Medication Preparation, Distribution, and Administration** –The student shall compound and/or dispense drug products consistent with patient needs and in harmony with the law.
6. **Systems Management** - The student shall use and evaluate acquisition, inventory control and distribution systems.

#### **General Education Abilities**

7. **Communication Skills** - The student shall read, write, speak, listen and use multimedia to communicate effectively.
8. **Critical Thinking** - The student shall acquire, comprehend, apply, analyze, synthesize, and evaluate information.
9. **Professional Ethics and Responsibility** - The student shall represent the profession in an ethical manner. The student shall identify, analyze, and resolve ethical problems.
10. **Social Interaction, Citizenship, Leadership, Professionalism** - The student shall demonstrate appropriate interpersonal behaviors.
11. **Life-long Learning** - The student shall continuously strive to expand his or her knowledge to maintain professional competence.
12. **Information Management** – The student shall apply technology to pharmacy practice and science.

## Course Outline

<u>Topic #</u>	<u>Topic</u>
1	Introduction and Terminology Review
2	Past & Present Pharmacy Practice
3	Future Pharmacy Practice
4	Approaches to Management
5	Managerial Decision Making
6	Planning ( <i>written discussion #1 due</i> )
7	Organizing
8	Directing and Controlling (part 1)
8	Authority and Supervision (part 2)
<b>Exam 1</b>	<b>Topics 1 – 8</b>
9	Introduction to Marketing Management ( <i>written discussion #2 due</i> )
10	Marketing Channels & Article Reviews
11	Marketing Philosophies & Research
12	Marketing Strategy Part 1
13	Marketing Strategy Part 2
14	Marketing Strategy Part 3
15	Entrepreneurship
16	Value Added Pharmacy Services: Implementation, reimbursement, and Medicare Part D
17	Time Management: Survival Tips for the New Pharmacist ( <i>written discussion #3 due</i> )
Student Presentations	Campus Group #1
Student Presentations	Campus Group #2
Student Presentations	Web Group #1
<b>Exam 2</b>	<b>Topics 9 – 17</b>
18	Leadership, Power, and Influence - Introduction
19	Leadership, Power, and Influence - Theory
20	Leadership, Power, and Influence – Case Study
21	Human Motivation
22	The Pharmacist as Manager ( <i>written discussion #4 due</i> )
23	The Income Statement and Balance Sheet
24	Inventory Management
25	Recruiting and Retaining Quality Employees
26	Legal Guidelines for Managerial Behavior
27	Orientation and Training in Pharmacy Practice
28	Performance Appraisal
Student Presentations	Campus Group #3
Student Presentations	Campus Group #4
Student Presentations	Web Group #2 ( <i>written discussion #5 due last day of class</i> )
<b>Exam 3</b>	<b>Topics 18 - 28</b>