

**West Virginia University School of Pharmacy**

**PHAR 728 - PHARMACY MANAGEMENT (2 credit hours)  
Course Syllabus, Spring 2006  
Wednesday, 9:00 am – 11:00 am  
Room 4007**

**Faculty**

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**ADDITIONAL FACULTY:**

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**TEACHING ASSISTANT:**

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**Required Materials**

Handouts (readings, lecture outlines, etc.) will be distributed whenever necessary.

Readings and lectures posted online will be announced when available.

**Reference Texts**

Desselle, S. & Zgarrick, D. (2005). Pharmacy Management: Essentials for all Practice Settings. New York, NY: McGraw-Hill Medical Publishing.

EFFECTIVE PHARMACY MANAGEMENT: A Comprehensive Presentation of Practical Management Techniques for Pharmacies (8<sup>th</sup> ed.). Alexandria, VA: Author.

Tootelian, D., & Gaedeke, R. (1993). Essentials of Pharmacy Management St. Louis, MO: Mosby-Year Book, Inc.

Retail Pharmacy Practice Management (1989). Edited by Tindall WN and developed by NARD, AACP, NACDS and Glaxo Inc.

## **Course Overview**

This course is the first of a two course sequence (the other being PHAR 733 – Pharmacy Systems) whose purpose is to familiarize pharmacy students with the basic principles, terms, and functions of pharmacy management that must be undertaken in every pharmacy practice setting. The student will survey a full spectrum of business practices required of pharmacists who will be managing people and resources in their pharmacy practice settings from their first day as a pharmacist. The course also addresses those who will be entrepreneurs, own or lease a pharmacy, practice in a hospital or community pharmacy, or simply want to establish new pharmaceutical care services. This course will focus on evaluating the financial performance of a pharmacy, strategic planning and marketing management, and creating a marketing plan to develop and provide an innovative pharmaceutical care service. The course will lay the groundwork for topics covered in Pharmacy Systems.

Material will be presented in the form of didactic lectures, case study discussions and problem set assignments, online research, and a team project and presentation that emphasize the application of methods, practices, and principles relevant to the course topics.

## **Educational Outcomes (from the WVU School of Pharmacy Educational Outcomes)**

### III.A. Manage pharmacy operations

- Establish mission statement with component goals and actions
- Develop a strategic plan to achieve the identified goals
- Develop management plans, which take into account advances in technology which enhance the delivery of care to patients, and future patient needs.
  - a. Apply management principles
  - b. Predict future patient care needs and professional service needs
- Evaluate the achievements of practice in relation to the established mission, fiscal resources, and customer needs
- Continually review the operational functioning of the pharmacy and recommend changes to improve the quality of care provided.

### III.B.1.d. Development of a Marketing plan which assures growth of the practice by applying market demand principles, and choosing a pharmaceutical care service for which a demand can be substantiated from secondary data sources..

- Statement of need (including SWOT analysis)

### III.A.5 Promotion and merchandising

- Marketing of products and professional services

## **Abilities-Based Outcomes**

1. Evaluate a pharmacy for ownership or management using various principles of financial management and business indicators.
2. Conduct a SWOT analysis and market research through secondary data sources and develop a marketing plan for establishing or setting up a pharmaceutical care service.
3. Utilize effective marketing strategies to promote a pharmacy or pharmaceutical care service.

- Utilize the principles of management and strategic planning to manage pharmacy operations.

### **Grading**

Course grade will be based on three (3) scheduled examinations, quizzes, class participation, and a written group report. Students will work in groups of four or five on one group project, the written report of which will be due at the end of the semester and will be worth 20% of the course grade.

Exam # 1	25%
Exam # 2	20%
Exam # 3 (not comprehensive)	15%
Quizzes	15%
Class participation	5%
Written project report	<u>20%</u>
Total	100%

The following scale will be used to determine the final grade:

<u>Grade</u>	<u>Percent</u>
A	90 – 100
B	80 – 89
C	70 – 79
D	60 – 69
F	< 60

Students experiencing problems resulting in poor performance (grades of D or lower) are encouraged to see Drs. Kavookjian or Madhavan as soon as possible. Students are also encouraged to inform them if a learning difficulty exists.

Examinations and quizzes will consist of a blend of multiple choice questions, problems, and mini-case studies. Emphasis will be more on application of knowledge than on regurgitation of memorized materials. Make-up examinations or quizzes, which will only be given for excused absences reported to the professor via telephone or e-mail in advance of the exam time, will be different from the regular examinations or quizzes, and will be administered at a mutually agreed-upon time. Failure to attend an exam or quiz without **prior** approval will result in a grade of zero.

### **Class Participation**

Participation in classroom discussions is expected and will be recorded. Students are expected to read assigned course materials prior to arriving in class and to be prepared to participate meaningfully in classroom and case study discussions. In-class exercises will be given throughout the semester. Completion of the exercises will contribute to the participation grade for the class. Students are expected to conduct themselves in a professional manner. Disruptive behavior in class will result in a reduction in participation points for the course, as will

leaving class early. Rude behaviors are disruptive to other students and to the instructor (e.g., persistent talking, loud yawning, rude comments, using portable electronic devices like cell phones, laptops, PDAs, sleeping, etc.). If a student is repeatedly disruptive, a meeting with the instructor(s) will be called to discuss, in addition to the loss of participation points.

Most students do very well in this course. Students will be given many opportunities to earn points towards a good grade, and will be given considerable and ongoing feedback with the in-class exercises. In addition, we tend to reward a good attitude and diligent effort.

### **Cheating and Plagiarism**

Any use of resources other than your own recollection and reasoning ability on an exam, paper, or assignment is cheating. Plagiarism, a form of cheating, occurs when another person's work is used without attribution or when it is copied without attribution. If a student cheats or plagiarizes she or he will fail the course. All incidents will be reported in writing to (i) PSP Department Chair and (ii) the Assistant Dean for Student Affairs. WVU procedures regarding academic dishonesty will be enforced.

### **Social Justice Statement**

*West Virginia University is committed to social justice. We concur with that commitment and expect to foster a nurturing learning environment based upon open communication, mutual respect, and non-discrimination. Our University does not discriminate on the basis of race, sex, age, disability, veteran status, religion, sexual orientation, color or national origin. Any suggestions as to how to further such a positive and open environment in this class will be appreciated.*

*If you are a person with a disability and anticipate needing any type of accommodation in order to participate in this class, please advise us and make appropriate arrangements with Disability Services (293-6700).*

## SCHEDULE OF TOPICS

<u>Date</u>	<u>Topic</u>	<u>Instructor</u>
1/11	Introduction to Pharmacy Management & Principles	Madhavan & McIntire
1/18	Evaluating a Pharmacy (Financial Statements)	Madhavan
1/25	Evaluating a Pharmacy (Financial Ratios)	Madhavan
2/1	Evaluating a Pharmacy (Application of Financial Ratios)	Madhavan
2/8	Development of Innovative Services	Madhavan
2/15	<b>EXAM #1</b>	
2/22	Mission Development and Strategic Planning	Kavookjian
3/1	Demand and Marketing Pharmaceutical Care Services	Kavookjian
3/8	Marketing Management	Kavookjian
3/15	NO CLASS – SPRING BREAK	
3/22	Pharmacy Layout, Design and OTC Merchandising	McIntire
3/29	<b>EXAM #2</b>	
4/5	Marketing Management continued	Kavookjian
4/12	Reimbursement	Kavookjian
4/19	Personal Marketing: Communication for Collaboration	Kavookjian
4/26	Guest Speaker, Management in Contemporary Practice	TBD
<b>4/28</b>	<b>PROJECT REPORT DUE AT 4 PM</b>	

### PCL 4 Labs related to this course:

**February 7 & 9: Financial Management**

**March 7 & 9: Marketing Exercises**

**April 25 & 27: PowerPoint Presentations of Marketing Projects**