

## Planning and Quality Assurance Affairs

Form (A)

### Course Specifications

#### General Information

Course name	Pharmaceutical Economics and Management
Course number	PHPT5226
Faculty	
Department	
Course type	Major Needs
Course level	5
Credit hours (theoretical)	2
Credit hours (practical)	0
Course Prerequisites	

#### Course Objectives

- 1 - Provide pharmacy students with the fundamental concepts of Economics
- 2 - Students become familiar with the 4Ps of Management (Product, Price, Promotion, & Place)
- 3 - Study how to identify pharmaceutical industry market domestically and internationally
- 4 - Study the effect of government policies on pharmaceutical industry
- 5 - Provide the students with the principles of product assessment methods and data analysis

#### Intended Learning Outcomes

Knowledge and Understanding	<ul style="list-style-type: none"> <li>* Gain a basic understanding of the economics and analytical tools that can be used in the production and pricing of pharmaceutical products</li> <li>* Gain a good understanding of economic factors that have direct applications in pharmaceutical production sector</li> <li>* Develop their analytical skills through integrating their knowledge of pharmaceutical management with market changes and economic events</li> <li>* Earn the basic knowledge needed for conducting a preliminary economic feasibility study for pharmaceutical enterprises</li> </ul>
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#### Course Contents

<ol style="list-style-type: none"> <li>1 - Principles of Microeconomics (introduction)</li> <li>2 - Principles of Macroeconomics (introduction)</li> <li>3 - Introduction to health economics, the pharmaceutical sector special characteristics</li> <li>4 - Introduction to Management, marketing, and decision-making strategies</li> <li>5 - Application on domestic pharmaceutical sector in Palestine in the international economics</li> </ol>
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#### Teaching and Learning Methods

<ol style="list-style-type: none"> <li>1 - Lectures</li> <li>2 - Textbooks</li> <li>3 - Presentations</li> </ol>
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**Students Assessment**

<u>Assessment Method</u>	<u>TIME</u>	<u>MARKS</u>
Midterm exam	60 min	30
Quizzes	60 min	30
Final exam	90 min	40

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**Books and References**

Course note	Lectures
	<ul style="list-style-type: none"><li>- Bootman, J. L. R. J. Townsend and W. F. McGhan, 2004. Principles of Pharmacoeconomics. 3rd ed. Cincinnati, OH: Harvey Whitney Rooks</li><li>- Principles of Economics, 8th Edition, By Robert Frank, Ben Bernanke, Kate Antonovics, and Ori Heffetz</li></ul>
Recommended books	Pharmaceutical Economics and Policy Perspectives, Promises, and Problems” 3rd edition, Stuart O. Schweitzer and Z. John Lu