

Course title	Administration and Management of Pharmaceutical Companies				
Course code	BUSS100				
Course type	Theoretical				
Level	Diploma				
Year / Semester	1st Year / 2nd Semester				
Teacher's name	Antoniadou Andria				
ECTS	6	Lectures / week	3	Laboratories / week	0
Course purpose and objectives	The purpose of the course is to introduce the students to the various concepts of administration and management, including management controllers, basic principles of decision making and planning, with an emphasis on the administration and management of pharmaceutical organisations.				
Learning outcomes	<p>Upon the completion of the course, students are expected to:</p> <p>Knowledge</p> <ol style="list-style-type: none"> Explain the management process and functions of management in a business and organisation Recognise the importance of organisational structure and culture in a business and organisation, and the effect they have on the organisational environment and management. Understand the institutional framework within which management principles are exercised with the aim to achieve acceptable solutions that maximize corporate and social benefit. Explain why communication is important to the effective management of organisations Understand the importance of human resource management, as well as its basic functions, focusing on the pharmaceutical industry. Identify the type of challenges associated with managing a pharmaceutical business/organisation. Recognise the operational problems as they relate to the development of pharmaceutical services and businesses Understand the importance and content of planning programming, using examples within the Medical Representative sector Describe the main characteristics of Leadership theories, and use the managerial grid. <p>Skills</p> <ol style="list-style-type: none"> Analyse and apply quality control methodologies Solve operational problems as they relate to the development of pharmaceutical services and businesses. <p>Competences</p> <ol style="list-style-type: none"> Address specific issues and problems of pharmaceutical business management. 				

	13. Be able to combine the knowledge and skills acquired in previous courses with the knowledge and skills that are delivered in this course, and appreciate the importance and the correlation between the profession of Medical Representatives with administrative and managerial skills.		
Prerequisites	-	Required	-
Course content	<ul style="list-style-type: none"> • Administration and Management of Organisations • The concept of Administration • The purposes of the structure and the organisational culture of an organisation • The theory of Administration and the forms of Administration • Types of organisational structures • Principles of effective Administration • Basic management principles • Introduction to the management theory • The Concept of Management • Principles of management and operation. • The meaning, importance and role of planning • Design processes • The types of planning and the process of planning • Fundamental principles of decision making. • Staffing and planning. Staffing models. Organisational structure and culture. • Necessity and historical development of quality assurance in the service industry. Quality systems. • Administration and management of pharmaceutical companies – particularities of the sector. • What is health and pharmaceutical business • Definition of concepts • Determining factors • Key elements of Cypriot pharmaceutical companies • Forms of pharmaceutical organisations • Peculiarities of pharmaceutical organisations • Management of pharmaceutical organisations • The Functions of Management in Pharmaceutical Companies • Planning and administrating the Department of Medical Representatives • Staff Motivation - Mobilisation (promotion) and employee reward. • Communication within the organisation. Conflict resolution. Staff development. Staff evaluation. • Fundamental principles of individual behaviour. • Understanding how working groups are formed and managed. • Leadership and confidence - Communication and interpersonal skills. • Fundamental Principles of Auditing. 		
Teaching methodology	Course instruction will be delivered with the use of: Power Point presentations, guided discussions with active student participation, individual and team work by students and the use of a variety of audio-visual media and other teaching tools as required to deliver each module. In addition, there will be case studies and teaching through role playing.		

<p>Bibliography</p>	<p>Greek Bibliography</p> <ul style="list-style-type: none"> • Kinicki, W. (2017). <i>Διοίκηση Επιχειρήσεων: Μία πρακτική εισαγωγή [Business Management: A practical introduction]</i>. 6^η Έκδοση. Επίκεντρο. ISBN: 9789604587025 • Πετρίδου, Ε. (2016). <i>Διοίκηση – μάνατζμεντ: Μια εισαγωγική προσέγγιση [Management: An introductory approach]</i>, Εκδόσεις Σοφία, ISBN: 9789606706486. • Παπαλεξανδρή, Ν. (2016). <i>Διοίκηση ανθρώπινου δυναμικού [Human Resource Management]</i>, Εκδόσεις Ε. Μπένου, ISBN: 9789603591245. • Πολύζος, Ν. Μ. (2014). <i>Διοίκηση και οργάνωση υπηρεσιών υγείας [Management and Administration of the health services]</i>, Εκδόσεις Κριτική, ISBN: 9789602189429. • Dessler, G. (2015). <i>Διοίκηση ανθρώπινου δυναμικού : Βασικές έννοιες και σύγχρονες τάσεις [Human resource management: Basic concepts and contemporary approaches]</i>. 2^η Έκδοση. Εκδόσεις Κριτική. ISBN: 9789605860769 <p>English Bibliography</p> <ul style="list-style-type: none"> • Kinicki, A., and Soignet, D. B. (2021). <i>Management: A Practical Introduction</i>. 10th Edition. Mc Graw Hill. ISBN: 9781265017750 • Carroll., A. B., Brown, J. A., Buchholtz, A. K. (2018). <i>Business & Society: Ethics, Sustainability & Stakeholder Management</i>. 10th-Edition. Cengage Learning. ISBN: 978-1-305-95982-8 • Armstrong, M. (2017). <i>Armstrong's handbook of human resource management practice</i>, Kogan Page, ISBN: 9780749474119. • Robbins, Stephen P. (2011), <i>Fundamentals of Management</i>, Prentice Hall, ISBN: 9780136109822. 								
<p>Assessment</p>	<table border="0"> <tr> <td>• Attendance and participation</td> <td>10%</td> </tr> <tr> <td>• Assignments / Essays</td> <td>20%</td> </tr> <tr> <td>• Intermediary written examination</td> <td>20%</td> </tr> <tr> <td>• Final written examination</td> <td>50%</td> </tr> </table> <p><i>Written examination has two parts that are examined as part of one exam paper. The first part includes closed-ended questions, such as multiple choice questions, true or false, matching exercises, complete the gaps exercises, etc. The first part is usually worth 40% - 50% of the total marks of the exam paper. The second part includes open-ended questions that are meant to assess the students' abilities to analyse, reflect, explain, recall etc. The second part is usually worth 50% - 60%. The total marks of the exam paper are 100.</i></p>	• Attendance and participation	10%	• Assignments / Essays	20%	• Intermediary written examination	20%	• Final written examination	50%
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<p>Language</p>	<p>Greek or English</p>								