

Course title	Entrepreneurship and Domestic Pharmaceutical Market			
Course code	ENTR202			
Course type	Theoretical			
Level	Diploma			
Year / Semester	2nd Year / 4th Semester			
Teacher's name	Mitsinga Mikaella and Kalatha Andria			
ECTS	6	Lectures / week	3	Laboratories / week 0
Course purpose and objectives	The aim of the course “Entrepreneurship and Domestic Pharmaceutical Market” is to help students understand the concept of entrepreneurship and acquire knowledge and skills that will enable them to become important executive members of a pharmaceutical company and contribute towards its evolution. Furthermore, the course focuses on familiarising students with the domestic pharmaceutical market, the Pharmaceutical Industry and Pharmaceutical Companies, as well as the General Health System of Cyprus.			
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 concept of entrepreneurship, and in particular, its main characteristics and entrepreneurs' ways of thinking. Explain the key aspects of a business plan Explain the aspects of successful growth strategies. Define the concept of health expenditure Understand the main characteristics of pharmaceutical organisations <p>Skills</p> <ol style="list-style-type: none"> Evaluate and apply creative thinking, the various methods and tools of market research <p>Competences</p> <ol style="list-style-type: none"> Contrast the factors that influence the structure of health economy in the domestic market of Cyprus 			
Prerequisites	BUSS100 Administration and Management of Pharmaceutical Companies	Required	-	
Course content	<p><u>Introduction to Entrepreneurship:</u></p> <ol style="list-style-type: none"> Introduction to entrepreneurship Types of entrepreneurs The economics of entrepreneurship and innovation Fostering creativity Gaining a strategic advantage The business plan and marketing plan 			

	<p>7. Intellectual capital, knowledge management and creative thinking 8. Technical presentation and innovation 9. Green and social entrepreneurship 10. Definition of health expenditure – Health economics 11. Demographic trends and health profiles</p> <p><u>Domestic drug market in Cyprus:</u></p> <p>12. Pharmaceutical companies – Pharmacies 13. The pharmacy chain 14. Research and development 15. Cypriot pharmacy market: Production – Employment – Investments 16. Generic pharmaceutical products 17. Exports and imports of pharmaceutical products 18. General Healthcare System of Cyprus 19. Supply – Demand as it relates to a particular therapeutic group and category of pharmaceutical product</p>
<p>Teaching methodology</p>	<p>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>
<p>Bibliography</p>	<p><u>Greek Bibliography</u></p> <ul style="list-style-type: none"> • Bessant, J., Tidd, J. (2018). <i>Καινοτομία και επιχειρηματικότητα [Innovation and entrepreneurship]</i>, Τζιόλα, ISBN: 9789604186037 • Κώτσιος, Π.(2015). <i>Επιχειρηματικότητα και καινοτομία : Σύλληψη, σχεδιασμός, υλοποίηση και λειτουργία [Entrepreneurship and innovation: Conception, planning, implementation, and operation]</i>. GRAPHICA, ISBN: 9789609371544 • Bessant, J. (2018). <i>Καινοτομία και επιχειρηματικότητα</i>, Τζιόλα, ISBN 978-960-418-603-7 . • Συλλογικό έργο (2016). <i>Θέματα κοινωνικής οικονομίας: Από την κοινωνική επιχειρηματικότητα στις κοινωνικές επενδύσεις και την κοινωνική τραπεζική [Issues of social economy: From social entrepreneurship to social investments and social banking]</i>, Ινστιτούτο Κοινωνικής Οικονομίας, ISBN 978-618-80232-3-9 . • Ζαΐρης, Α. & Ιακωβίδης Ν. (2001). <i>Ιατρικός Επισκέπτης: Η έννοια του επιστημονικού συνεργάτη στον 21^ο αιώνα [Medical representatives: The meaning of scientific collaborator in the 21st century]</i>, Εκδόσεις Σύγχρονη Εκδοτική, Αθήνα, ISBN 960-8165-08-3. • Καζάζη, Νίκος (2011), <i>Pharma marketing: Φαρμακευτικό μάρκετινγκ θεωρία, πρακτική, δεοντολογία [Pharma marketing: Pharmaceutical marketing, theory, practice, ethics]</i>, Αθ. Σταμούλης, ISBN: 9789603518716. <p><u>English Bibliography</u></p> <ul style="list-style-type: none"> • Vrontis, D., Sakka, G., Amirkhanpour, M.(2015). <i>Management Innovation and Entrepreneurship : A Global Perspective</i>. Newcastle-upon-Tyne: Cambridge Scholars Publishing. ISBN 9781443874649. EBSCOhost • Barringer, B. R. (2010). <i>Entrepreneurship successfully launching new ventures, Pearson education</i>, New Jersey, ISBN: 9780138158088. • Scarborough, N. M. (2011). <i>Essentials of Entrepreneurship and Small Business Management: Global Edition (6th Edition)</i>, Pearson/Prentice Hall, ISBN: 9780273756040

	<ul style="list-style-type: none"> • Steve Mariotti, Caroline Glackin (2013), Entrepreneurship: Starting and Operating a Small Business, (3rd Edition) Pearson/Prentice Hall, ISBN: 9780132784085 • Charles E. Bamford, Garry D. Bruton (2011), Entrepreneurship: A Small Business Approach, (1st Edition) McGraw-Hill, ISBN: 9780073403113 • Farb Daniel & Gordon Bruce (2005) Powerful Pharmaceutical Sales Guidebook, University of Health Care, ISBN: 1-59491-263-7.
Assessment	<ul style="list-style-type: none"> • Attendance and participation 10% • Assignments / Essays 20% • Intermediary written examination 20% • Final written examination 50%
	<p><i>Final written examination has two parts that are sat on the same day. 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% - 60% 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 60% - 40%. The total marks of the exam paper are 100.</i></p>
Language	Greek or English