



**Faculty of Pharmacy**

**Department I**

**University Clinic of Toxicology, Drug Industry, Management and Legislation**

**Associate Professor, Position 40**

**Topics**

1. The managerial process. The concept of managerial process.
2. The managerial process. The planning function within the managerial process.
3. The managerial process. The organizational function within the managerial process.
4. The managerial process. The decision function within the managerial process.
5. The managerial process. The coordination function within the managerial process.
6. The managerial process. The function of control and evaluation within the managerial process.
7. General activities within the managerial process - the decision-making process.
8. General activities within the managerial process – communication.
9. General activities within the managerial process – negotiation.
10. Commercial negotiation. Negotiation styles.
11. General activities within the managerial process - delegation, conflict resolution, team coordination.
12. Pharmacy management - financial management, technical and administrative management.
13. Pharmacy management - human resources management.
14. Marketing – the concept of marketing.
15. Marketing environment – Macro environment.
16. Marketing environment – Microenvironment.
17. The market. The pharmaceutical market.
18. Strategic marketing on the pharmaceutical market.
19. Tactical marketing. Recommended marketing tactics in the pharmaceutical market.
20. The marketing mix.
21. Law no. 95/2006 regarding the reform in the field of health, published, Monitorul Oficial al României, part I, no. 652/2015, with subsequent amendments and additions, Title XIV: Exercising the pharmacist profession.
22. Law no. 95/2006 regarding health reform, Official Gazette of Romania, part I, no. 652/2015, with subsequent amendments and additions. The organization and functioning of the College of Pharmacists from Romania.
23. Decision of the Romanian College of Pharmacists no. 2/2009. Code of ethics of the pharmacist, Official Gazette of Romania, part I, no. 490/2009.
24. Law 95/2006. Title XVIII. Legislative aspects regarding the drug.

**Bibliography**

1. **Adauji, Stela** (Coordinator), **Brumarel, Mihail, Sibii, Lucia, Cheptanari-Birta, Nicoleta**. *Pharmaceutical Management and Legislation*. 2023.
2. **Dogotari, Liliana, Peschin, Anatolie**. *Pharmaceutical Marketing*, 2nd Edition, Chișinău, 2018. ISBN 978-9975-3217-5-4. (615.1:339.138(076.5) D 62).
3. **Cegedim Customer Information**. *Forecast for 2024: Evolution of the Pharmaceutical Market in Romania for the Period 2023-2026* (Excerpt from June 2024).
4. **Paris, S., Voitcu, M.**. *Applications in Pharmaceutical Management and Marketing*. Constanța: Ed. Muntenia, 2014.
5. **Rusu, A., Pasca, M., Hancu, G.** *The Pharmacist's Guide to Communication with Patients*, 2nd Edition, revised and expanded. Tîrgu Mureș: University Press, 2014. ISBN: 978-973-169-286-9.
6. **Bulgaru, M.** *Professional Ethics – A Necessity for the Successful Activity of the Specialist*. Studia Universitatis Moldaviae, 2018, no. 3.



7. **Deselle, S. P., Zgarick, D. P.** *Pharmacy Management*. Bucharest: Editura Printco, 2012.
8. **Zimmerman, Alan, Blythe, Jim.** *Business to Business Marketing Management: A Global Perspective*, 2nd Edition, New York, 2013. ISBN: 978-0-415-53702-5.
9. **Kotler, Philip.** *Marketing Management*, 2008.
10. **Law no. 95 / 14.04.2006.** *Regarding Health System Reform*, published in the Official Gazette, Part I, no. 372, April 28, 2006, with subsequent amendments published in the Official Gazette of Romania, Part I, April 2017.
11. **Romanian College of Pharmacists,** *Decision no. 2/2009 regarding the Adoption of the Statute of the Romanian College of Pharmacists and the Pharmacist's Code of Ethics.*