

Management Basics in Pharmacy

FaF.KORF/18-Mgr-A/22. 2P/1S. Summer semester 2025/2026, 3 credits

Lectures: Monday 9:20 – 11:00 a.m., K 105A

Seminars: Tuesday 10:15 – 12:45 a.m., K 404, time blocs. **Dates:** 24 February / 24 March / 21 April / 12 May

Teachers:

- Assoc. Prof. PharmDr. Daniela Mináriková, PhD. MSc (MHA), MPH, Prof. PharmDr. Tomáš Tesař, PhD., MPH, MBA, MSc (HTA)
- Mgr. Zuzana Majsniarová. External teacher Ing. Erika Faltánová

Conditions for fulfilling subject:

- **Compulsory attendance at seminars.** Absence from the seminar must be documented with the reason for absence and the seminar must be made up by agreement with the teacher.
- **Continuous test with no minimum pass mark.**

Exam and Evaluation:

- Completion of the course is by **written examination** with a **minimum pass mark of 60%. Grade: A = 100-95%, B = 94-85%, C = 84-75%, D = 74-65%, E = 64-60%, FX = 59% or less.**
- **Exam 18 May 2026:** only students with active attendance at seminars, minimal 2 external lectures and Continuous test evaluation min. 85%.

Recommended Literature:

1. Materials from lectures available in the Moodle.
2. Desselle, S. P., Zgarrick, D P., Alston, G. L. Pharmacy Management. 2010, third edition. American Society of Health-System Pharmacists, Med Graw Hill, Inc. 2010, 715p, ISBN 978-0-07-177431-4.
3. Kelly, W. N. Pharmacy. What It Is and How It Works. CRC Press, Taylor & Francis Group, LLC. 2012. 452p. ISBN 978-1-4398-5305-4,
4. Kotler, P. et al. Marketing management. Harlow: Pearson Education Limited, 2016. ISBN 978-1-292-09323-9.
5. Royal Pharmaceutical Society. Medicines, Ethics and Practice. The professional guide for pharmaceuticals. Edition 39, July 2015, 202p.
6. Quin, S. Management Basic, 1st edition, 2010, 75p. ISBN 978-87-7681-717-6. <http://bookboon.com/en/management-basics-ebook>
7. Pownall, I. Effective Management Decision Making, 2012, 236p. ISBN 978-87-403-0120-5. <http://bookboon.com/en/effective-management-decision-making-ebook>.

Contact:

Assoc. Prof. PharmDr. Daniela Mináriková, PhD., MSc., MPH. Department of Organization and Management of Pharmacy, Office No. K104.

E-mail: minarikova@fpharm.uniba.sk. Consultation: Monday 11:00 – 12:00 a.m. after e-mail confirmation.

Schedule of lectures and seminars:

Date	Lecture Seminar	Topic	Teacher
16 Feb 2026	L1	Introduction to subject. Marketing – basic terminology.	Assoc. Prof. Mináriková
23 Feb 2026	L2	Marketing – Segmentation, Targeting, Positioning. Customer.	Assoc. Prof. Mináriková
24 Feb 2026	S1	Introduction to seminars. Selected management game – practice	Assoc. Prof. Mináriková
2 March 2026	L3	Marketing mix – Product in pharmacy.	Assoc. Prof. Mináriková
9 March 2026	L4	Marketing mix – Price, Distribution.	Assoc. Prof. Mináriková
16 March 2026	L5	Marketing mix – Promotion. Marketing planning. SWOT analysis.	Assoc. Prof. Mináriková
23 March 2026	L6	Introduction to Pharmacy Management. Manager´s functions, skills, roles.	Assoc. Prof. Mináriková
24 March 2026	S2	Marketing examples and cases – practical training.	Mgr. Majsniarová
30 March 2026	L7	Marketing in a pharmaceutical company – real example from practice.	Ext. lector: Mgr. Payer
6 April 2026	Holiday		
13 April 2026	L8	Management in healthcare and its specifics.	Prof. Tesař
20 April 2026	L10	Healthcare management: functions, principles, key tools, roles.	Ext. lector: Ing. Falt'ánová
21 April 2026	S3	Management examples and cases – practical training.	Ext. lector: Ing. Falt'ánová
27 April 2026	L11	Personnel management in healthcare - performance management, motivation, leadership and control	Ext. lector: Ing. Falt'ánová
4 May 2026	L12	Strategic management – managerial decision-making, organizing, and planning	Assoc. Prof. Mináriková
11 May 2026	L13	Operational and process management. Planning, organizing, controlling. Time management for managers.	Assoc. Prof. Mináriková
12 May 2026	S4	Continuous test	Assoc. Prof. Mináriková
18 May 2026	L14	Summary of subject. Consultation.	Assoc. Prof. Mináriková