

Department of Pharmaceutical management

State exam for IV course

2025-2026

1. Public Health.
2. Pharmaceutical system.
3. Medicine names and Classification.
4. Medicines in Health Care System.
5. Drug regulations.
6. The role of the pharmacist.
7. Drug provision. Organization of drug supply.
8. Drug store.
9. Provision of the population with Drugs. Pharmaceutical activity. Pharmacies. Drugstores.
10. Risk Management.
11. Drug Withdrawals from the Market.
12. Rational drug use. Examples of irrational drug use.
13. Adverse impact of irrational drug use. Factors underlying irrational medicine use.
14. Educational strategies to improve Drug use (DU). Developing a strategy.
15. Managerial strategies to improve drug use.
16. Drug utilization review and feedback. Regulatory strategies to improve DU.
17. Dispensing Medicines from Pharmacies.
18. Off-label drug use.
19. The rooting of GXP concept.
20. Management of self-medication.
21. Over-The-Counter medicines.
22. The pharmacist and the patient.
23. Practical Implications of the Essential Medicines Concept.
24. Formulary system.
25. Treatment guidelines.
26. Pharmacy and therapeutic committee.
27. Hospital pharmacy.
28. Principles of Compounding Introduction.
29. Prescription drugs.
30. Pharmaceutical information.
31. Microeconomics. Market, perfect competition, monopoly, oligopoly, monopolistic competition.
32. The theory of demand and supply. Demand, the law of demand, demand curve.
33. Demand non price influences.

34. Supply, the law of supply. Supply curve.
35. Supply non-price influences.
36. Market equilibrium.
37. Movement along the demand and supply curve.
38. Surplus and shortage.
39. Price elasticity of demand and supply.
40. Factors affect the elasticity of demand and supply.
41. Marketing. Sellers' market. Buyers' market.
42. Marketing strategy.
43. The scope of Pharmaceutical Marketing.
44. Functions of marketing.
45. Major categories of marketing theories.
46. Types of marketing use and marketing application.
47. Types of marketing according to demand.
48. Marketing management and concepts of Marketing.
49. Developing Growth Strategies.
50. Marketing mix.
51. Product positioning in Market.
52. SWOT analysis. Examples of strengths, weaknesses, opportunities and threats.
53. Business portfolio analysis.
54. Product/market development matrix (market penetration, market development, product development, diversification).
55. Marketing research. Main directions. Steps of marketing research process.
56. Types of marketing information.
57. Methods of quantitative data collection.
58. Methods of qualitative data collection. Data collection sequences.
59. Pharmacy merchandising.
60. Accounting from information standpoint.
61. Accounting from the users' standpoint.
62. Tax, management accounting, financial accounting.
63. Accounting principle (concepts).
64. Legal forms of business organization.
65. Account categories.
66. Financial statements. The balance sheet.
67. Financial statements. The income statement.
68. Financial statements.
69. The statement of owners' equity.
70. The statement of cash flows.

71. The specificities of long-term assets.
72. Record keeping fundamentals.
73. Debit and credit.
74. Cost Behavior.
75. Inflation.
76. Accounting of product circulation.

Literature

1. Organization and Control pharmaceutical activities, YSMU, 2018.
2. Pharmaceutical management and economics, YSMU, 2019.
3. Department lectures.
4. Managing Access to Medicines and Health Technologies. 2013.
5. Managing Drug Supply. J.Dixon. 1997.
6. F. Kotler. Marketing management. Express course. Moscow. 2006.
7. Robert N. Anthony. James S. Reece. Accounting: Text and cases.

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ամբիոնի վարիչ՝



Մ.Հ.Սիմոնյան