GHENT UNIVERSITY

Course Specifications

Valid in the academic year 2024-2025

Pharmaceutical Management Skills (J000453)

Course size *(nominal values; actual values may depend on programme)*

Credits 3.0 **Study time 90 h**

Course offerings and teaching methods in academic year 2024-2025

A (semester 2)	Dutch	Gent	seminar
			independent work
			lecture

Lecturers in academic year 2024-2025

Wynendaele, Evelien	FWO2	lecturer-in-charge
De Spiegeleer, Bart	FWO2	co-lecturer

Offered in the following programmes in 2024-2025	crdts	offering
Master of Science in Teaching in Health Sciences(main subject Pharmaceutical Sciences)	3	A
Master of Science in Biomedical Sciences	3	A
Master of Science in Drug Development	3	A

Teaching languages

Dutch

Keywords

Financial aspects of a (bio)pharmaceutical company, cost analysis, organization, marketing, pharmaco-economics, intellectual properties

Position of the course

This is an introductory course, which gives a general frame of financial, legal, human resources and marketing skills within the (bio)pharmaceutical and related industries. The teachers are all operational specialists in their field.

Contents

- Structure of companies' financial balance as well as profit and loss accounts, with the calculation of some financial and companies' valuation (by Wesley Leyman).
- Cost classification, cost calculation and profitability analysis (NPV, break-even and investment decisions) (by Kurt Vandewalle).
- Planning and management systems of pharmaceutical R&D projects, production and stock (by Arie Moruanx).
- Environment, climate change and socio-economic aspects in pharmaceutical business.
- Pharmaceutical market forces, value creation and marketing (by Agnes Degroote).
- Aspects of intellectual property of health products (by Steven Cattoor).

Initial competences

No specific knowledge required.

Final competences

1 To understand the most important domains, processes and decisions from a company policy point of view.
2 To correctly assess the connection between a pharmaceutical company, its products and all stakeholders.

Conditions for credit contract

Access to this course unit via a credit contract is unrestricted: the student takes into consideration the conditions mentioned in 'Starting Competences'

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Seminar, Lecture, Independent work

Extra information on the teaching methods

Guided selfstudy is used as preparation of the lectures and seminars. The individual task is writing an integration-paper.

Study material

Type: Slides

Name: Slides
Indicative price: Free or paid by faculty
Optional: no
Language : Dutch
Available on Ufora : Yes

References

In the learning material, various sources are referred to.

Course content-related study coaching

Possibility to ask questions in or after the lectures (oral or email).

Assessment moments

end-of-term assessment

Examination methods in case of periodic assessment during the first examination period

Written assessment with open-ended questions, Assignment

Examination methods in case of periodic assessment during the second examination period

Written assessment with open-ended questions, Assignment

Examination methods in case of permanent assessment

Possibilities of retake in case of permanent assessment

not applicable

Calculation of the examination mark

The integration paper counts for 50% of the total score; the examination for 50%.
Not submitting the report or unjustified submitting too late will lead to a total mark of maximum 5/20, irrespective of the score obtained for the examination.