

#### Cycle view of the study programme

B1 Or Th Pr Au Cr

#### Compulsory courses (B1 : 15Cr)

##### Module 1: Fundamental (5 ECTS)

This module should cover the fundamentals of running a business in order to enable each graduate pharmacist to interact constructively with an accountant and to understand the legal framework for running a business. This programme should cover the concepts relating to how a company operates, in particular its legal rights and obligations, the concepts of taxation (corporation tax, natural persons and social contributions) as well as the accounting and financial management aspects necessary for the proper management of a pharmacy.

GCER2107-1 *Managing investments and evaluating a dispensary* - COLLÉGIALITÉ B1 TA 20 - - 2

- Principles of financial management
- Ensuring a dialogue with financial managers
- Evaluating an investment project

GCER2108-1 *Introduction to taxation* - COLLÉGIALITÉ B1 TA 10 - - 1

GCER2109-1 *Introduction to financial analysis* - COLLÉGIALITÉ B1 TA 20 - - 2

##### Module 2: Accounting, financial management and taxation (3 ECTS)

MCER2107-1 *Accounting and pharmaceutical taxation* - COLLÉGIALITÉ B1 TA 20 - - 2

- The particularities of the pharmaceutical sector and their consequences
- The relationship between accounting and taxation
- Work-life balance

MCER2108-1 *Legislation related to pharmacy management* - COLLÉGIALITÉ B1 TA 10 - - 1

- Reminder of the fundamentals necessary to guarantee respect for the pharmaceutical art
- The impact of new purchasing and exchange methods
- The impact of GDPR on external and inter-dispensary communication

##### Module 3: Human resources management, conflict management (2 ECTS)

GCER2111-1 *Team leader* - COLLÉGIALITÉ B1 TA 20 - - 2

- Assess and develop colleagues's skills
- Recruit, motivate and organise my team
- Lead to reach my future goals
- Conflict management and dismissal

##### Module 4: Communication and pharmaceutical marketing (2 ECTS)

GCER2110-1 *Communication strategy* - COLLÉGIALITÉ B1 TA 10 - - 1

- The main communication tools adapted to the sector
- Defining a value proposition and learning how to communicate it
- Building your company image and promoting commitment

MCER2109-1 *Ethics and communication* - COLLÉGIALITÉ B1 TA 10 - - 1

- The necessary balance between communication and ethics
- Example of communication that damages the image of pharmacists
- Analysis and advice on communicative writing

##### Module 5: Development of official perspectives and final thesis (3 ECTS)

MCER2110-1 *Sectoral analysis and prospects of change* - COLLÉGIALITÉ B1 TA 10 - - 1

- Understanding the national and international pharmaceutical industry
- Anticipating change (shortages, hard-discount, pharmaceutical care, etc.)
- Case analysis and possible developments

MTRA9014-1 *Final certificate* - COLLÉGIALITÉ - [20h AUTR] B1 TA - - [+] 2

*Notice* : This involves demonstrating a fine understanding of the concepts covered during the certificate

through a final dissertation on managing a practical medicinal problem.