



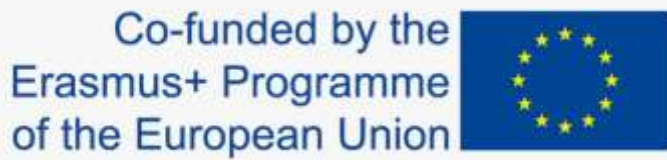
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## Digihealth E-module Learning Design

### Course Summary

<b>Title</b>	Strategic Management in Community Setting		
<b>Code</b>	GEST	<b>Credit/Hours</b>	20 hours
<b>Program</b>	Diploma of Doctor in Pharmacy Practice		
<b>Academic Year</b>	Pharm D		
<b>Lecturer's Name(s)</b>	Dr Roula Bou Assi		



## 1. Context

**Topic:** Introduction to strategic management

**Total learning time:** 20 hours

**Designed learning time:** 3 hours and 30 minutes

Size of class: 20

**Description:** This course support students to gain an appreciation for the role of the pharmacist in managing a business in pharmacy practice (both in community setting and pharmaceutical industry) by emphasizing the value and process of strategic management and managerial functions.

Mode of delivery: Blended

## 2. Aims

- Understand the role of the manager in pharmacy profession and its impact on business outcomes
- Assess the current business environment of the pharmacy practice including external and internal challenges hindering the business sustainability and the profession
- Introduction to planning, organizing, leading and controlling functions (POLCA)

## 3. Outcomes

Knowledge: -Understand the transition to 7 stars pharmacist, identifying the need for management skills as pharmacists' roles have evolved

-Understand the impact of the managersrole on business outcomes (employee motivation, customer satisfaction, profitability)

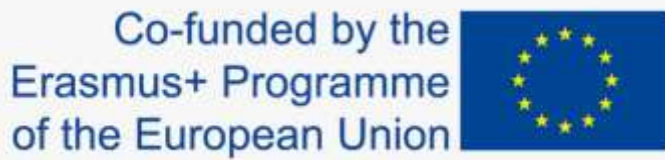
Comprehension: Define the managerial functions required and that must be assumed by all managers and at different settings.

Application: -Value the manager role to enhance business and customers outcomes

-Apply POLCA, after data analysis and scanning, to ensure business sustainability and correct deficient business performance

## 4. Teaching-Learning activities

*Transition to 7 stars pharmacists pre class and a class activities*



*Read Watch Listen 20 minutes*

*Students*

*Teacher not present*

*Online*

Pre class activity: Students will understand that the practice of pharmacy has changed significantly in recent years. The need to acquire new skills is imminent to ensure business sustainability. Among the skills: communication, management, decision making, leadership as defined by the FIP organization and that constitutes the core of Management functions.

*Linked resources*

🔗 [Seven-star pharmacist concept by World Health Organization](#)

Search online and Review a job description of a community pharmacist

*Collaborate*

*30 minutes*

*Group of 5 Teacher present*

*Students*

*Face to*

*face (not  
online)*

During the Class: Role play prepared by the students and discussed during the class to manage difficult situation such as interaction with angry customer, or demotivated employee, or dissatisfied provider, or defect in a process (procurement, patient coaching etc) where the students need to identify the problem/ challenge and link it to need/ gap in skills in POLCA and 7 stars pharmacists competencies.

Team activity: Case study around challenges that the pharmacist is facing. The case is around a feedback from customer around the services inside the pharmacy or a case detailing a typical pharmacist day facing: out of stock due to lack of planning, medication error due to miscommunication with the patient, decrease of returns due to inability to organize resources and lack of decision making (unnecessary offers), employees demotivation due to lack of leadership. se study around the new competencies that are needed to help the pharmacy overcome current challenges and effectively impact the business outcome.

After the class: Draft a summary on Padlet for the needed managerial skills and competencies in pharmacy practice



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***Pharmacist Knowledge, attitude, practice of the POLCA managerial functions and impact on business outcomes***

*Read Watch Listen 20 minutes Students Teacher not present Online*

Pre class activity: Read the article and watch the attached video

*Linked resources*

☞ [The Managerial Role of Pharmacist at Community Pharmacy Setting in Saudi Arabia](#)

☞ [Pharmacy manager responsibilities](#)

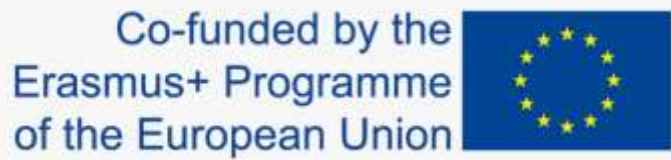
*Investigate 60 minutes 20 Students Teacher present Face to face (not online)*

During the class: The student will be able to investigate the impact of the manager role and POLCA on business outcomes at the community pharmacy in different discipline: merchandising, financial planning and analysis, employee motivation and leadership, asset and inventory management, information management, performance management.

Read and analyze data on business revenues for a community pharmacy provided at class along with a managerial dashboard with different KPI showing low performance in patient loyalty, low patient retention, low penetration rate etc. Help the students to link the KPI to business revenues.

*Produce 30 minutes 20 Students Teacher present Face to face (not online)*

After the class: Propose corrective actions and measures to the cases presented during the session based on the POLCA and supported by the article prepared around the managerial role of the pharmacist in the community pharmacy and the lecture given during the sessions (1<sup>st</sup> assignment counted as 10% of the grade). Mind mapping tool can be used as alternative.



*Practice*                      *20 minutes*                      *20 Students*                      *Teacher present*                      *Face to face (not online)*

At the end of this module: Quiz, essay and case study around the acquired skills and knowledge

## 5. Representations of the learning experience

Learning through	%
Acquisition (Read, Watch, Listen)	30
Investigation	10
Discussion	15
Practice	20
Collaboration	10
Production	15

	%
Whole class	40
Group	30
Individual	30



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	%
Face to face (not online)	40
Online	60

	%
Teacher present	40
Teacher not present	60