

**МИНОБРНАУКИ РОССИИ**

**Федеральное государственное бюджетное образовательное  
учреждение высшего образования "Пермский  
государственный национальный исследовательский  
университет"**

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Программа производственной практики  
**PHARMACEUTICAL CONSULTING AND INFORMATION PRACTICE**  
Код УМК 94567

Утверждено  
Протокол №6  
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## **1. Вид практики, способ и форма проведения практики**

Вид практики **производственная**

Тип практики **практика по фармацевтическому консультированию и информированию**

Способ проведения практики **стационарная, выездная**

Форма (формы) проведения практики **дискретная**

## **2. Место практики в структуре образовательной программы**

Производственная практика « Pharmaceutical Consulting and Information Practice » входит в обязательную часть Блока « С.2 » образовательной программы по направлениям подготовки (специальностям):

Специальность: **33.05.01** Фармация

направленность Программа широкого профиля (для иностранных граждан)

### **Цель практики :**

The objectives of the practice are to gain students professional skills and experience in professional activities in the implementation of pharmaceutical information and consultation of patients when dispensing and selling drugs for medical use and other goods in the pharmacy range on the basis of theoretical knowledge and skills and formed professional competencies, mastering the current procedures for replacing a prescribed drug. drug for synonymous and similar drugs within the same INN and prices for them, taking into account the bioformation characteristics of dosage forms in the conditions of real pharmaceutical activity.

### **Задачи практики :**

The objectives of the practice are::

- provide advice on the rules of reception and dosing regimen of medicines, their storage at home;
- provide information and consulting assistance in the selection of over-the-counter medicines and other products  
pharmacy assortment;
- provide advice on the use and compatibility of drugs, their interaction with food.
- to inform doctors about the new modern medicines, synonyms and analogs, as well as possible side effects of the drugs, their interactions.

### **3. Перечень планируемых результатов обучения**

В результате прохождения практики **Pharmaceutical Consulting and Information Practice** у обучающегося должны быть сформированы следующие компетенции:

**33.05.01** Фармация (направленность : Программа широкого профиля (для иностранных граждан))

**ПК.5** Способен к информированию и консультированию населения и медицинских работников о лекарственных препаратах и других товарах аптечного ассортимента

#### **Индикаторы**

**ПК.5.1** Оказывает консультативную помощь при выборе лекарственных препаратов посетителями аптек и медицинскими работниками по ассортименту лекарственных препаратов, медицинским показаниям, способу приема, побочным действиям, взаимодействию с другими группами лекарственных препаратов

**УК.3** Способен осуществлять коммуникации в рамках академического и профессионального взаимодействия на русском и иностранном языках

#### **Индикаторы**

**УК.3.1** Осуществляет коммуникацию, грамотно и аргументированно строит устную и письменную речь на русском и иностранном языках

**УК.4** Способен анализировать и учитывать разнообразие культур в их социально-историческом и философском аспектах в процессе социального взаимодействия

#### **Индикаторы**

**УК.4.3** Воспринимает социальные, этические, профессиональные и культурные различия

#### 4. Содержание и объем практики, формы отчетности

The practice is based on knowledge of management and Economics of pharmacy, economic theory, history of pharmacy, psychology of relationship "pharmacist-consumer", organization of pharmaceutical business, medical and pharmaceutical merchandising, pharmaceutical marketing and entrepreneurship, pharmacology, clinical pharmacology, pharmaceutical chemistry, pharmaceutical technology, pharmacognosy. The knowledge and skills gained during the practice are necessary for future professionals to solve specific problems of practical activity of the pharmacist-consultant in sales in pharmacies, wholesale pharmaceutical organizations and pharmaceutical companies.

<b>Направления подготовки</b>	33.05.01 Фармация (направленность: Программа широкого профиля (для иностранных граждан))
<b>форма обучения</b>	очная
<b>№№ триместров, выделенных для прохождения практики</b>	14
<b>Объем практики (з.е.)</b>	3
<b>Объем практики (ак.час.)</b>	108
<b>Форма отчетности</b>	Экзамен (14 триместр)

#### Примерный график прохождения практики

Количество часов	Содержание работ	Место проведения
Preparatory stage		
8	The preparatory stage, which includes familiarization with the features of this course of practice, the use of marketing elements in the pharmacy organization and requirements, requirements for students with the passage of the PP, the production instruction distribution and issuance of documents (directions).	Pharmacy "Planet health" and "Performace" Perm drugstores "Pharmacies Udmurt Republic" Udmurt Republic
Introductory lecture		
4	Introductory lecture on the peculiarities of this course of practice, the use of elements marketing in the pharmacy organization and the requirements for students when passing the PP.	Pharmacy "Planet health" and "Performace" Perm drugstores "Pharmacies Udmurt Republic" Udmurt Republic
Industrial safety instruction		
4	Production safety instruction. Distribution. Issuance of documents (directions).	Pharmacy "Planet health" and "Performace" Perm drugstores "Pharmacies Udmurt Republic" Udmurt Republic
Production and practical activities		
95	Work as a pharmacy assistant.	Pharmacy "Planet health" and "Performace" Perm drugstores "Pharmacies

Количество часов	Содержание работ	Место проведения
		Udmurt Republic" Udmurt Republic
Familiarity with the activities of the JSC of its base of practice		
14	Familiarity with information and advertising materials in the trading floor of the pharmacy. Registration of showcase expositions on goods of the pharmacy range. Advising and informing consumers of pharmaceutical services in the implementation of prescription drugs. The decision to replace the prescribed drug with synonymous or similar drugs in the prescribed manner.	Pharmacy "Planet health" and "Performace" Perm drugstores "Pharmacies Udmurt Republic" Udmurt Republic
Study of the range of over-the-counter drugs used in various diseases in JSC		
14	The study of the range of over-the-counter drugs used in various diseases. Familiarity with the location of the drugs in this group in terms of its base practices. Advising and informing consumers of pharmaceutical services in the implementation of this group of drugs.	Pharmacy "Planet health" and "Performace" Perm drugstores "Pharmacies Udmurt Republic" Udmurt Republic
Study of assortment of medicinal plant raw materials and phytopreparations in JSC		
14	Acquaintance with the assortment of medicinal plant raw materials and phytopreparations in JSC. Phytotherapy of various diseases. Familiarity with the location of the drugs in this group in terms of its base practices. Advising and informing consumers of pharmaceutical services in the implementation of this group of drugs.	Pharmacy "Planet health" and "Performace" Perm drugstores "Pharmacies Udmurt Republic" Udmurt Republic
The study of the range of biological active additives (BAA) for the treatment of various diseases		
14	Familiarity with the range of JSC biological active additives (BAA) for the treatment of various diseases, with the location of drugs of this group in terms of its base of practice. Advising and informing consumers of pharmaceutical services in the implementation of this group of drugs.	Pharmacy "Planet health" and "Performace" Perm drugstores "Pharmacies Udmurt Republic" Udmurt Republic
The study of the range of homeopathic medicines in JSC for various diseases		
13	Familiarity with the range of homeopathic medicines in JSC for various diseases, with the location of drugs of this group in the conditions of its base of practice. Advising and informing consumers of pharmaceutical services in the implementation of this group of drugs.	Pharmacy "Planet health" and "Performace" Perm drugstores "Pharmacies Udmurt Republic" Udmurt Republic
The study of the range of cosmetics and dermatology		
13	Familiarity with the range of cosmetics and dermatology (herpetic lesion of the lips, acne, skin microtrauma, burns and frostbite, fungal skin diseases, seborrhea and dandruff) in the pharmacy range. Advising and informing consumers of pharmaceutical services in the implementation of funds cosmetologies.	Pharmacy "Planet health" and "Performace" Perm drugstores "Pharmacies Udmurt Republic" Udmurt Republic
Study of the range of medical devices in JSC Выделите текст, чтобы посмотреть примеры		
13	Знакомство с ассортиментом в АО медицинских изделий. Оказание консультативной помощи по правилам эксплуатации медицинских изделий в домашних условиях.	Pharmacy "Planet health" and "Performace" Perm drugstores "Pharmacies Udmurt Republic" Udmurt

Количество часов	Содержание работ	Место проведения
		Republic
Certification on the results of practice		
5	Exam on the results of passed practice.	Department of pharmacology and pharmacy, Perm state University

## **5. Перечень учебной литературы, необходимой для проведения практики**

### **Основная**

1. Peter C. Kratcoski. Correctional Counseling and Treatment / Peter C. Kratcoski // Publisher Name: Springer, Cham. — 2017. — 314 p. — ISBN 978-3-319-54349-9. — [Электронный ресурс].  
<https://link.springer.com/book/10.1007/978-3-319-54349-9>

### **Дополнительная**

1. Giovanni Boniolo. Ethical Counselling and Medical Decision-Making in the Era of Personalised Medicine / Giovanni Boniolo, Virginia Sanchini // Publisher Name: Springer, Cham. — 2016. — 117 p. — ISBN 978-3-319-27690-8. — [Электронный ресурс]. <https://link.springer.com/book/10.1007/978-3-319-27690-8>

2. Daniel Bar-Shalom. Pediatric Formulations / Daniel Bar-Shalom, Klaus Rose // Publisher Name: Springer, New York, NY. — 2014. — 439 p. — ISBN 978-1-4899-8011-3. — [Электронный ресурс].  
<https://link.springer.com/book/10.1007/978-1-4899-8011-3>

## **6. Перечень ресурсов сети «Интернет», требуемых для проведения практики**

Для проведения практики использование ресурсов сети «Интернет» не предусмотрено.

## **7. Перечень информационных технологий, используемых при проведении практики**

Образовательный процесс по практике **Pharmaceutical Consulting and Information Practice** предполагает использование следующего программного обеспечения и информационных справочных систем:

On-line access to the Electronic library system (EBS)

access to the electronic information and educational environment of the University;

Internet services and electronic resources (search engines, e-mail, professional thematic chats and forums, audio and video conferencing systems, online encyclopedias, etc.).

List of required licensed and (or) freely distributed software :

1.The application allows you to view and play the media content of PDF files "Adobe Acrobat Reader DC".

2.Programs, video demonstrations (player) "Windows Media Player".

3.The program of browsing Internet content (a browser) "Google Chrome".

4.Office Suite of applications "LibreOffice".

При освоении материала и выполнения заданий по дисциплине рекомендуется использование материалов, размещенных в Личных кабинетах обучающихся ЕТИС ПГНИУ (**student.psu.ru**).

При организации дистанционной работы и проведении занятий в режиме онлайн могут использоваться:

система видеоконференцсвязи на основе платформы BigBlueButton (<https://bigbluebutton.org/>).

система LMS Moodle (<http://e-learn.psu.ru/>), которая поддерживает возможность использования текстовых материалов и презентаций, аудио- и видеоконтент, а так же тесты, проверяемые задания, задания для совместной работы.

система тестирования Indigo (<https://indigotech.ru/>).

## **8. Описание материально-технической базы, необходимой для проведения практики**

Independent work - pharmacy "planet health" and "Performace" Perm drugstores "Pharmacies Udmurt Republic" Udmurt Republic

Помещения научной библиотеки ПГНИУ для обеспечения самостоятельной работы обучающихся:

1. Научно-библиографический отдел, корп.1, ауд. 142. Оборудован 3 персональными компьютера с доступом к локальной и глобальной компьютерным сетям.

2. Читальный зал гуманитарной литературы, корп. 2, ауд. 418. Оборудован 7 персональными компьютерами с доступом к локальной и глобальной компьютерным сетям.

3. Читальный зал естественной литературы, корп.6, ауд. 107а. Оборудован 5 персональными компьютерами с доступом к локальной и глобальной компьютерным сетям.

4. Отдел иностранной литературы, корп.2 ауд. 207. Оборудован 1 персональным компьютером с доступом к локальной и глобальной компьютерным сетям.

5. Библиотека юридического факультета, корп.9, ауд. 4. Оборудована 11 персональными компьютерами с доступом к локальной и глобальной компьютерным сетям.

6. Читальный зал географического факультета, корп.8, ауд. 419. Оборудован 6 персональными компьютерами с доступом к локальной и глобальной компьютерным сетям.



Все компьютеры, установленные в помещениях научной библиотеки, оснащены следующим программным обеспечением:

Операционная система ALT Linux;

Офисный пакет Libreoffice.

Справочно-правовая система «КонсультантПлюс»

## **9. Методические указания для обучающихся по освоению дисциплины**

Rights and obligations of students:

When passing the practice, the student must have "input" knowledge necessary for the development of industrial practice software " Pharmaceutical advising and informing»:

- to know the requirements for the staff of pharmacy organizations;
- to obey the rules of internal control applicable in the pharmacy organization labor regulations; instructions on labor protection and safety;
- to be responsible for the work performed and its results on an equal basis with the staff workers;
- to acquire practical skills provided by the program of practice;
- to learn the basics and observe medical ethics and deontology: strictly perform principles of professional ethics, properly building their relationships with personnel of the pharmacy organization;
- on a daily basis to reflect in a diary the content of the work performed by him personally during his timely provide reporting documentation on the practice to the head practice from the Department.

For students with disabilities and persons with disabilities on the basis of their written application, the organization of practice is implemented taking into account the peculiarities of psychophysical development, individual capabilities and health of students. This ensures compliance with the following General requirements: the use of special technical means of training for collective and individual use, the provision of services of an assistant who provides such a student with the necessary technical assistance, providing convenient access to buildings and premises where practices are held, other conditions without which it is impossible or difficult to practice.

The choice of places of practice for the disabled and persons with disabilities is made taking into account the requirements of accessibility for students and recommendations of medical and social expertise reflected in the individual rehabilitation program of the disabled person. At the direction of the disabled person or person with disabilities in the organization, to the enterprise industry internship supervisor negotiates with the company the terms of its passage and activities taking into account the recommendations of the medico-social assessment and individual program of rehabilitation of the disabled.

To master the theoretical part of the practice, disabled people and persons with disabilities are given the opportunity to use electronic technologies, remote mastering of the material by providing tasks and their control over the Internet, as well as individual consultations using both e-mail and visual communication using "Skype". When performing the experimental part of the practice, additional means of protection are provided as necessary, individual assistance of educational and support personnel is provided, as well as other measures taking into account the nosologies of the disease of students.

The format of the protection of practice reports for persons with disabilities and persons with disabilities is established taking into account their individual psychophysical characteristics (orally, in writing, using electronic or other technical means). In the course of protection of the report on practice the student with HIA has the right to use technical means necessary for it.

For the visually impaired, a portable video magnifier can be provided, it is possible to use your own devices. For deaf and hard of hearing students can be presented sound amplifying equipment, it is possible to use equipment for individual use. At the request of a student with HIA in the process of protection of the report on practice, the presence of an assistant can be provided, providing the student with the necessary technical assistance, taking into account his individual characteristics. By if necessary, persons with disabilities and persons with disabilities

may be given additional time to prepare responses when defending practice reports.

## Фонды оценочных средств для проведения промежуточной аттестации

### Планируемые результаты обучения по дисциплине для формирования компетенции. Индикаторы и критерии их оценивания

#### ПК.5

#### Способен к информированию и консультированию населения и медицинских работников о лекарственных препаратах и других товарах аптечного ассортимента

Компетенция	Планируемые результаты обучения	Критерии оценивания результатов обучения
<p><b>ПК.5.1</b> Оказывает консультативную помощь при выборе лекарственных препаратов посетителями аптек и медицинскими работниками по ассортименту лекарственных препаратов, медицинским показаниям, способу приема, побочным действиям, взаимодействию с другими группами лекарственных препаратов</p>	<p>To know: features of pharmacokinetics and pharmacodynamics of drugs in healthy individuals and in pathology. Belonging of drugs to certain pharmacotherapeutic groups, pharmacodynamics and pharmacokinetics of drugs, the most important side and toxic effects, the main indications and contraindications to use. Dosing of drugs taking into account the nature of the disease, chronobiology and chronopharmacology. Pharmacogenetic features of drug therapy. To be able to: determine the group of drugs for the treatment of a certain disease and to choose the most effective and safe medicines. Predict and evaluate undesirable drug reactions, know the order of their registration. Determine the optimal dosing regimen. Explain the effect of drugs prescribed by specialists, based on the etiology and pathogenesis of diseases, as well as their symptomatic and syndromic manifestations. Inform the population about the main characteristics of drugs, belonging to a certain pharmacotherapeutic group, indications and contraindications to use, the</p>	<p style="text-align: center;"><b>Неудовлетворительно</b></p> <p>The student is not able to provide advice on the rules of admission and dosing regimen medicines, their storage and medical indications.</p> <p style="text-align: center;"><b>Удовлетворительно</b></p> <p>The student is able to provide advice on the rules of admission and dosing regimen medicines, their storage and medical indications. Not able to advise on the use and compatibility of drugs, their interaction with food, or makes mistakes.</p> <p style="text-align: center;"><b>Хорошо</b></p> <p>The student is able to provide advice on the rules of admission and dosing regimen medicines, their storage and medical indications. Able to advise on the use and compatibility of drugs, their interaction with food. There are difficulties with the interpretation of the provisions of normative legal acts regulating treatment of drugs and pharmacy range of goods, disposable after suggestive questions of the teacher.</p> <p style="text-align: center;"><b>Отлично</b></p> <p>The student is fully able to provide advice on the rules of reception and dosing regimen of drugs, their storage and medical indications. Able to advise on the use and compatibility of drugs, their interaction with food, interpret the provisions of normative legal acts regulating the circulation of drugs and pharmaceutical products range, disposable after leading questions teacher.</p>

	<p>possibility of replacing one drug with another and rational reception and storage rules.</p> <p>To possess: ways to determine the needs of drug users. Provide information and consulting services.</p>	
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### УК.3

#### Способен осуществлять коммуникации в рамках академического и профессионального взаимодействия на русском и иностранном языках

Компетенция	Планируемые результаты обучения	Критерии оценивания результатов обучения
<p><b>УК.3.1</b> Осуществляет коммуникацию, грамотно и аргументированно строит устную и письменную речь на русском и иностранном языках</p>	<p>To know: strategies and tactics of professional speech medical discourses; patterns of selection of speech means in professional communication pharmacist; basic phonetic, lexical, word-formation regularities of the studied language.</p> <p>To be able: to select speech means for effective communication with the client, colleagues; competently to conduct business documentation accompanying professional activity; to conduct dialogue and monologue on topics of everyday and professional nature in Russian and foreign languages.</p> <p>To possess: skills of perception and generation of oral and written genres of professional speech of the pharmacist; grammatical and lexical minimum providing understanding at written and oral communication in Russian and foreign languages.</p>	<p><b>Неудовлетворительно</b> The student is not able to select speech means for effective communication with the client, colleagues, competently conduct business documentation accompanying professional activities.</p> <p><b>Удовлетворительно</b> The student is able to select speech means for effective communication with the client, colleagues, has an idea of competent management of business documentation accompanying professional activity. Has little speech means in professional communication of the pharmacist.</p> <p><b>Хорошо</b> The student is able to select speech tools for effective communication with the client, colleagues, Knows the strategies and tactics of professional communication, owns speech tools in professional communication pharmacist. There are difficulties in the conduct of business documentation accompanying professional activities, eliminated after leading aoprosov teacher.</p> <p><b>Отлично</b> The student is fully able to select speech means for effective communication with the client, colleagues, competently conduct business documentation accompanying professional activities. Knows strategies and tactics of professional communication, owns speech means in professional communication of the pharmacist.</p>

### УК.4

**Способен анализировать и учитывать разнообразие культур в их социально-историческом и философском аспектах в процессе социального взаимодействия**

Компетенция	Планируемые результаты обучения	Критерии оценивания результатов обучения
<p><b>УК.4.3</b> Воспринимает социальные, этические, конфессиональные и культурные различия</p>	<p>To know: norms of pharmaceutical ethics and deontology at communication of pharmacists with pharmaceutical experts, medical workers, visitors of the pharmaceutical organizations; the basic provisions of normative documents concerning bioethics; the basic principles and social and psychological mechanisms of communication of experts with colleagues and visitors of drugstores.</p> <p>To be able to: apply ethical standards and moral principles of pharmaceutical ethics and deontology in the implementation of pharmacist pharmaceutical activities; overcome communication barriers when communicating with visitors to pharmacies and health care professionals.</p> <p>To possess: skills of search and generalization of the normative information regulating the ethical side of work of the pharmacist, skills of verbal and nonverbal communication of the pharmacist with visitors of the pharmaceutical organizations.</p>	<p><b>Неудовлетворительно</b> The student is not able to analyze and compare the requirements of various regulations in solving professional problems, to assess the moral aspects of the professional activity of the pharmacist in a real production situation. To develop algorithms of ethical norms of service relationships in the pharmacy organization.</p> <p><b>Удовлетворительно</b> The student is able to analyze and compare the requirements of various regulations in solving professional problems. There are serious difficulties in assessing the moral aspects of the professional activity of the pharmacist in a real production situation.</p> <p><b>Хорошо</b> The student is able to analyze and compare the requirements of various regulations in solving professional problems, to assess the moral aspects of the professional activity of the pharmacist in a real production situation. There are difficulties in development of algorithms of ethical norms of office relations in the pharmaceutical organization, eliminated after leading questions of the teacher.</p> <p><b>Отлично</b> The student is fully able to analyze and compare the requirements of various regulations in solving professional problems, to assess the moral aspects of the professional activity of the pharmacist in a real production situation. To develop algorithms of ethical norms of service relationships in the pharmacy organization.</p>

**Оценочные средства**

**Вид мероприятия промежуточной аттестации :** Экзамен

**Способ проведения мероприятия промежуточной аттестации :** Защищаемое контрольное мероприятие

**Продолжительность проведения мероприятия промежуточной аттестации :**  
время отводимое на доклад 1

### Показатели оценивания

The student did not come to practice or did not issue a diary of practice and did not write a report.	<b>Неудовлетворительно</b>
The diary of practice and the report on it is issued not according to criteria, at protection of work the student does not answer the asked questions or refuses oral protection.	<b>Удовлетворительно</b>
The diary of practice and the report on it is issued according to criteria, but at protection of work the student answers not all asked questions.	<b>Хорошо</b>
The diary of practice and the report on it is issued according to criteria, at protection of work the student answers all asked questions.	<b>Отлично</b>