



Jerash University
Faculty of pharmacy
Department of pharmaceutical science

Course Syllabus

Course Title: Pharmacoeconomics	Course code: 1101521
Course Level: 4 th year	Course prerequisite (s) and/or co requisite(s):
Lecture Time: Monday & Wednesday 5:00-6:00	Credit hours: 1 credit hours

Academic Staff

Name	Rank	Office Number and Location	Office Hours	E-mail Address
Dr. Aiman Moman	Assistant Professor	402		aiman.phd@gmail.com

Course module description:

The course focuses on the main principles of marketing and marketing management and how they can be applied to pharmaceutical products.

Course module objectives:

At the end of this module, students will be able to:

1. General principles of economics
2. General principles of business planning and business value analysis
3. General principles of the different types of pharmacoeconomic analyses

Course/ module components:

- Books (title , author (s), publisher, year of publication)

1. Pharmacoeconomics: From theory to practice, Renee Arnold, CRC Press, 2009

References:

1. Best Overall: Basic Economics: A Common Sense Guide to the Economy, Thomas Sowell, Fifth Edition

- **Support material: Lecture slides**
- **Study guide.**
- **Homework and laboratory guide.**

Teaching methods:

Lectures and case studies

Learning outcomes:

- Knowledge and understanding

Understanding of the basic concepts of economics and how they apply to pharmaceutical products

- Cognitive skills (thinking and analysis).

The use of efficacy and safety data in the economic analysis of pharmaceutical products

- Communication skills (personal and academic).

Be able to discuss the basic principles and caveats of different techniques of pharmacoeconomic analyses

- Practical and subject specific skills (Transferable Skills).

Use the learned concept in order to rationalize health policy decisions

Assessment instruments

Short reports and/ or presentations, and/ or Short research projects

- Quizzes.
- Home works
- Final examination: 40 marks

<u>Allocation of Marks</u>	
Assessment Instruments	Mark
First examination	20%
Second examination	20%
Final examination: 40 marks	40%
Reports, research projects, Quizzes, Home works, Projects	20%
Total	100%

Documentation and academic honesty

- Documentation style (with illustrative examples)
- Protection by copyright
- Avoiding plagiarism.

Course/module academic calendar

Week	Basic and support material to be covered	Homework/reports and their due dates
(1)	General review of microeconomic concepts	
(2)	Supply & demand curves and their applications	
(3)	Cost types	Quiz
(4)	Determining capital requirements for a new community pharmacy	
(5)	Running cost for a community pharmacy	
(6) First examination	Return on investment & return on capital for a community pharmacy First Exam	
(7)	Introduction for pharmacoeconomic evaluation and economic principles of health policy decisions	
(8)	Different perspectives used in pharmacoeconomic analysis	
(9)	Cost analysis for branded vs generic medications	Quiz
(10)	Cost-benefit analysis for pharmaceutical products	
(11) Second examination	Second Exam	
(12)	Cost-effectiveness analysis of pharmaceutical products	
(13)	Cost-effectiveness analysis of pharmaceutical products	
(14)	Introduction to cost-utility analysis for pharmaceutical products	Quiz
(15)	Using pharmacoeconomic data for health policy and health insurance decisions	
(16) Final Examination	Final Exam	

Expected workload:

The course is a 1-credit hour course. The workload is expected to be sufficient to comprehend the basic principles of marketing.

Attendance policy:

In accordance with the University attendance policy