

С.Ж. АСФЕНДИЯРОВ АТЫНДАҒЫ
ҚАЗАҚ ҰЛТТЫҚ МЕДИЦИНА УНИВЕРСИТЕТИ



КАЗАХСКИЙ НАЦИОНАЛЬНЫЙ
МЕДИЦИНСКИЙ
УНИВЕРСИТЕТ ИМЕНИ С.Д.АСФЕНДИЯРОВА

ASFENDIYAROV KAZAKH NATIONAL
MEDICAL UNIVERSITY



Clam
Vice-rector for research
activities Zhusupov B. S.

06

2018 y.

THE PROGRAM OF ENTRANCE EXAMINATIONS TO
DOCTOR'S DEGREE
SPECIALTY 6D110400 - " PHARMACY»
IN THE 2018 – 2019 ACADEMIC YEAR

Almaty 2018 y.



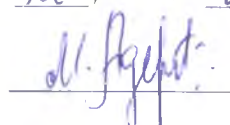
The program was discussed and approved at a meeting of the Department "OMEF and CF" Protocol № 18 , from " 02 " 06 2018 y.

Head of department
OMEF and CF


Zhakipbekov K. S.

The program was approved at a meeting of the Committee for Educational Programs in the specialty "Pharmacy" Protocol № 12 , from " 05 " 06 2018 y.

Chairman of the CEP


Amantayeva M.E.

The program was approved at the meeting of the academic Council of KazNMU Protocol № 6 , from " 14 " 06 2018 y.

Chairman, Professor


Baildinova K. Zh.



Introduction

The main tasks of the higher school are to improve the quality of training specialists, develop their creative abilities, initiatives and the need to constantly update and expand their knowledge.

In the current conditions of improving the legislation of the Republic of Kazakhstan, increasing scientific and medical information, rapid updating of knowledge in the sphere of circulation of medicines, medical products and medical equipment, training of highly qualified doctors, pharmacists and other specialists in this field, having high professional and theoretical training, capable of independent creative work.

Purpose of the entrance examination:

to determine the knowledge of those entering the formation of knowledge, skills and practical skills in the organization of the pharmaceutical business and the management of the pharmaceutical market, the conduct of trade operations in the circulation of medicines, medical products and medical equipment.

The objectives of the entrance examination:

- to know the skills of implementation in the process of using the functions of management, marketing and merchandising (planning, organization, motivation and control) in practical pharmacy, management decision-making;
- know the communicative competence when pharmacy organizations enter into economic relations with related organizations;
- to know legal competence in the process of compliance with the requirements of the relevant regulatory and guidance documents of the Republic of Kazakhstan, regulating pharmaceutical activity;
- know skills in effective sales of drugs (drugs), medical devices (medical devices) and medical equipment (MT);
- know about the system of theoretical and empirical research methods, methods of finding sources of scientific information, methods, methods and means of obtaining, storage and processing of information;
- be aware of the choice of the research topic and the selection of the necessary scientific publications and information materials on the research topic, the initial stages of research and works;
- know the formation of General cultural and professional competences in the field of planning and setting up an experiment;



- to know legal skills through the main regulatory documents relating to research and execution of their results, the development of the legislation of the Republic of Kazakhstan in the field of science;
- to know communication skills through the development of new basic terms and concepts used in science, scientific research, as well as through the development of skills of correct formulation of questions and answers on the materials of the discipline;

Form of the meeting: The entrance exams of the second stage (stage 1 test of English as a foreign language) consists of two periods:

1. Tests in specialized subjects
2. Interviews

The interviews will be conducted in the form of abstract protection (Annex 1 and 2).

The content of disciplines for the entrance exam in the specialty 6D110400 - «Pharmacy»

Management and marketing in pharmacy

Development of theory and practice of management and marketing in pharmacy. Management as a tool for management of a pharmacy. Head and pharmacy organization. Personnel management, personnel management. Approaches to marketing in pharmacy. Pharmaceutical marketing management process. Marketing environment. General characteristics of marketing. Approaches to marketing in pharmacy. Systems of marketing research and marketing information. Strategic marketing planning. Forecasting method. Study of the pharmaceutical market. Marketing communication policy. The product in the marketing system. Assortment and product policy of pharmaceutical and pharmacy enterprises. Pricing, pricing policy of pharmaceutical and pharmaceutical companies. Marketing activities of pharmaceutical companies. Psychological aspects of communication between the pharmacist and the buyer. Merchandising in the pharmacy: planning, organization and control of the work of the merchandiser. Human psychology in the position of the buyer and the principles of merchandising. Practice of merchandising. The work of pharmacy chains.

Fundamentals of research methodology in pharmacy

Scientific research, basic and applied research. Methodology, method, method. General methodology of scientific knowledge and its requirements.

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Stages of scientific research. Selection of research topics, analysis of literature on the topic of research, bibliographic search of literary sources, the concept of bibliographic information. Bibliographic and scientific information. Types of scientific information, sources of bibliographic and scientific information as objects of information retrieval activities of the scientist. Analytical review as a means of fixing the results of the student reading. Theoretical and empirical research methods. Dependence of research methods on its purpose and objectives. Experiment as a specific collection method. Final qualifying work (WRC) as the highest form of educational research and the basis of certification. Objectives, structure of the thesis. Requirements for the implementation and design of the thesis, conclusion. Preparation of the presentation of the work. The procedure for the submission and protection.

Pedagogy

Object and subject of pedagogy. The tasks of the pedagogical science. System of pedagogical Sciences. Connection of pedagogical science with other Sciences. The main categories of pedagogy. State and problems of education in Kazakhstan at the present stage. Indicators of the quality of education. Reforming the education system in accordance with international standards. International criteria of education. State program of education development in the Republic of Kazakhstan for 2011-2020. Experience in the implementation of distance learning technologies in Kazakhstan. General theory of personality development. The theory of age development of the person. Personal development and its factors. Problems of public education, the laws of the influence of the social environment on the formation of the individual. Practical organization of public education. Social pedagogy. Problems of family education, family crisis. Typical patterns of relationships between adults and children in families.

List of questions for the entrance exam of doctoral students in the specialty 6D110400-Pharmacy

Management and marketing in pharmacy

1. Management as a tool of management of pharmacy organization, external and internal factors that affect the practical work of the head of the pharmaceutical organization.
2. Personnel management, basic principles and directions of pharmaceutical organization. Structural division of labor in pharmaceutical organizations.



3. Definition of pharmaceutical marketing, types, subjects and tasks of pharmaceutical marketing. The process of management of pharmaceutical marketing of the Republic of Kazakhstan.
4. Gathering information about competitors and SWOT analysis.
5. Marketing environment in medicine and pharmacy
6. The life cycle of the product (GTC) in the field of circulation of medicines.
7. Marketing and research objects in pharmacy in the field of circulation of medicines in Kazakhstan.
8. Pricing principles in pharmacy in Kazakhstan.
9. Methodical bases of research of marketing in the sphere of circulation of medicines. Rules and procedures of marketing research in pharmacy.
10. Marketing communications management system. Marketing information system.
11. Market research of medicines. Strategies for product promotion in pharmacy.
12. The study of quantitative characteristics of the market in the field of circulation of medicines.
13. Segmentation of the market and target market in the field of circulation of medicines.
14. Principles of state regulation and management in the field of health care, reflected in the Code of the Republic of Kazakhstan "on public health and health system" dated September 18, 2009 № 193-IV (as amended on 06.04.2015).
15. Regulatory and legal regulation of pharmaceutical activities and circulation of medicines in the Republic of Kazakhstan.
16. Code of honor of medical and pharmaceutical workers of the Republic of Kazakhstan.
17. Schematic depict the types of communication networks.
18. List the advantages and disadvantages of the linear organizational structure of management.
19. List the advantages and disadvantages of the functional organizational structure of management.
20. List the advantages and disadvantages of linear-functional (staff) organizational structure of management.
21. Give a comparative assessment of the organizational, administrative and socio-psychological methods of management.
22. Draw schematically the main functions of management. Characteristics of the planning function.
23. Draw a schematic of the hierarchy of needs of Maslow.



24. From the list, select the concepts that are the main elements of marketing: consumers; competitors; goods; advertising; sales; demand; supply; service; price.
25. Select the concepts that are called the "three pillars" of marketing: consumers; competitors; goods; advertising; sales; demand; supply; service; market; price.
26. List the merchandising tools.
27. Define the standards of merchandising in pharmacy.
28. General rules of display of goods.
29. Give the definition of the merchandising in the pharmacy.
30. Describe the internal environment of the production pharmacy.
31. Advertising and merchandising of drugs.
32. Rules of product placement for customers in the pharmacy of finished drugs.
33. Management control function. Control technology.

Pedagogy

1. The concept of methods of education.
2. Classification of methods of education.
3. Characteristics of methods of education.
4. Means of education.
5. Classification of means of education
6. The characteristic of the products of education.
7. The General concept of didactics.
8. Subject and tasks of didactics.
9. Basic didactic concepts.
10. Formation of modern didactic system
11. The concept and essence of learning.
12. The learning process as a holistic system.
13. The cycle of the learning process.
14. Learning functions.
15. Teaching as a teacher activity.
16. Teaching as a cognitive activity of the student.
17. Developing training.
18. Learning technology.
19. The essence of training control as a didactic concept.
20. Methods and forms of control.
21. Assessment of students ' knowledge.
22. Academic failure of students.



23. Diagnosis of training.
24. Testing achievements and development.
25. The concept and essence of the content of education.
26. Sources and factors of formation of the content of education.
27. State standard of education.
28. Teaching method.
29. Classification of teaching methods.
30. The concept of learning tools.
31. Classification of learning tools, their characteristics.
32. The concept of the forms of organization of training and their classification.
33. Forms of organization of training and their development in didactics.
34. Forms of organization of education in higher education.

Fundamentals of research methodology in pharmacy

1. The definition of "science". Types of Sciences.
2. The definition of "scientific research". Structure of scientific research.
3. Methods of presentation of scientific materials. Formation of skills of scientific inquiry.
4. Empirical and theoretical research in health care.
5. Features of the organization and stages of research in health care.
6. General scientific methods of empirical research: observation, comparison, counting, measurement, experiment.
7. Examples of the use of private and special research methods in health care.
8. The choice of research direction. Fundamental scientific research and their features.
9. Formulation of the theme, goals and objectives of scientific research.
10. Methodology and methods of research.
11. Analysis of research and formulation of conclusions and proposals.
12. Implementation and evaluation of scientific research.
13. General requirements and rules of registration of research work.
14. The program of methodology and methods of scientific research.
15. Resource indicators of scientific research. Science performance indicators
16. The meaning and essence of science, scientific research, scientific research
17. Basic rules and regulations for registration of scientific materials
18. Review of research works.



19. Preparation of scientific materials for publication in the press. Procedures for the formulation of the scientific hypothesis. The main requirements for the scientific hypothesis.
20. Scientific problem. The objective of ongoing research and specific tasks.
21. The program of scientific research. The main components of the research methodology.
22. Course work and requirements for it.
23. The difference between theoretical and empirical methods
24. Goals and objectives of the theoretical method
25. Purpose and objectives of the empirical method
26. The requirement that are put on the conclusion of the thesis
27. The case study method is -
28. Internet. Role and meaning.
29. Types of scientific methods. Empirical methods and their significance.
30. Plan of scientific research. Correlation of the research task and its structure
31. Give a description of the main stages of the study.
32. Expand the basic methods of processing research data.

Recommended literature on the discipline

1. Кодекс Республики Казахстан о здоровье народа и системе здравоохранения (с изменениями и дополнениями по состоянию на 21.04.2016 г.).
2. Указ Президента РК от 29 ноября 2010 года № 1113 «Государственная программа развития здравоохранения Республики Казахстан «Саламатты Қазақстан» на 2011 – 2015 годы».
3. Государственная программа развития здравоохранения Республики Казахстан «Денсаулық» на 2016-2020 годы
4. О некоторых вопросах Министерства здравоохранения и социального развития Республики Казахстан. Постановление Правительства Республики Казахстан от 23 сентября 2014 года
5. Приказ Министра здравоохранения и социального развития Республики Казахстан от 29 мая 2015 года № 421 «Об утверждении Правил проведения фармаконадзора лекарственных средств и мониторинга побочных действий лекарственных средств, изделий медицинского назначения и медицинской техники»



- 6.Правила надлежащей практики фармаконадзора. А GOOD PHARMACOVIGILANCE PRACTICE (GVP); 2014
- 7.Приказ Министра здравоохранения и социального развития Республики Казахстан от 22 мая 2015 года №369 «Об утверждении Правил разработки и утверждения Казахстанского национального лекарственного формуляра».
- 8.Трудовой кодекс Республики Казахстан 2016 (от 23 ноября 2015 года № 414-V). Введен в действие 1 января 2016 года
- 9.Лекарственные средства и их рациональное использование. - ВОЗ. Центр СМИ. Информационный бюллетень №338. - Май 2010 г.
- 10.Приказ Министра здравоохранения и социального развития Республики Казахстан от 29 мая 2015 года №415 «Об утверждении Правил проведения доклинических исследований, требования к доклиническим базам».
- 11.Приказ Министра здравоохранения и социального развития Республики Казахстан от 29 мая 2015 года №412 «Об утверждении Правил проведения аккредитации испытательных лабораторий, осуществляющих монопольную деятельность по экспертизе и оценке безопасности и качества лекарственных средств, изделий медицинского назначения.

Additional:

- 1.Багирова В.Л. Управление и экономика фармации. – Москва: Медицина, 2010.
- 2.Совместный приказ Министра здравоохранения и социального развития Республики Казахстан от 29 июня 2015 года №538 и и.о. Министра национальной экономики Республики Казахстан от 30 июня 2015 года №490 «Об утверждении критериев оценки степени риска и форм проверочных листов в сферах оказания медицинских услуг, обращения лекарственных средств, изделий медицинского назначения и медицинской техники».
- 3.Хайтов Р. М., Ильина Н. И. Аллергология. Клинические рекомендации. М.: «ГЭОТАР-Медиа», 2009. С. 104–106.
4. Педагогика / Под ред. П.И.Пидкасистого – М., 2010, 325 с.
5. 100 экзаменационных ответов по педагогике – Ростов н/Д, 2010, 84с.
6. Коджаспирова Г.М. Педагогика М., 2014;
7. Слостенин В. и др. Педагогика - М., 2014.
8. Подласый П.И. Педагогика. Кн.1 –М.,2010,С. 511с.
9. Пуйман С.А. Педагогика. Основные положения курса.- Минск, 2009, 68с.
10. Лихачев Б. Педагогика. Курс лекций: Учебное пособие для студентов пед. учебн. заведений и слушателей ИПК и ФПК. - М.,2009



11. Антонов А.И., Борисов А.Л. Кризис семьи и пути его преодоления. – М., 2010
12. Мантейчик З. Родители и дети – М.,1992
13. Сухомлинский В.А. Родительская педагогика. М.- 1977

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Annex 1

Annotation
planned dissertation research of the candidate for doctoral studies

Name of the applicant
specialty 6D _____ - " name of the specialty»

Topic title:

Domestic scientific consultant:
Academic degree, position, name, signature

Foreign scientific consultant:
Academic degree, name

Almaty, 20__y.

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Relevance of the topic
Purpose and objectives of the study
Research methodology (research design, research methods, objects of research,
the estimated volume of research)
Scientific novelty
Theoretical and practical significance
Expected result
List of references



Annex 2

Rules for evaluating annotations:

The maximum score for the evaluation of the abstract is 100 points.

Each section of the abstract is evaluated separately on a point system, the maximum score-20 points.

Check-list

ASSESSMENT ANNOTATION OF THE DISSERTATION RESEARCH

(Name of applicant)

Research topic _____

Name of the specialty of the selected doctoral program

6D

Abstract sections	Number of points
Section 1. Relevance of the chosen research topic	
Section 2. Purpose, objectives of the study	
Section 3. Evaluation of study design	
Section 4. Scientific novelty, theoretical and practical significance of the proposed research results	
Section 5. Achievability of scientific results	
Sum of points	

Comments, dissenting opinion of a member of the Commission (if any):

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Commission member

Name _____

Signature _____

Date _____