

SYLLABUS

1. Course title:

Communication in Pharmacy

2. Code:**3. Cycle of study:**

1

4. ECTS credits:

2

5. Type of course: Mandatory Elective**6. Prerequisites:**

NONE

7. Class restrictions:

NONE

8. Duration / semester:

1

2

9. Weekly contact hours:

9.1. Lectures:

2

9.2. Seminars:

0

9.3. Laboratory/Practice classes:

0

10. Faculty:

Faculty of Pharmacy

11. Department/study program:

Pharmacy (Integrated study I and II cycle)

12. Lecturer:

Maida Šljivić Husejnović, PhD, Assoc.Prof.

13. Lecturer's e-mail:

maida.sljivic-husejnovic@untz.ba

14. Web site:

www.frmf.untz.ba

15. Course aims:

The aim of this course is to :

- introduce the basic concepts of communication, principles of communication in healthcare and specifics in pharmaceutical practice;
- expand knowledge and understanding of the basic types, styles and barriers of communication in pharmaceutical practice;
- to educate students in integrated communications, basic and advanced communication tools in professional practice.

16. Learning outcomes:

The student understands the principles of communication in professional practice.

The student is proficient in oral and written communication in pharmaceutical practice.

The student acquires communication skills with different groups of patients and mastered the methods of inter-professional communication.

The student recognizes the importance of the quality of communication for patient safety.

17. Course content:

1. Basic concepts and principles of communication in healthcare
2. Specifics of communication in pharmaceutical practice
3. Communication skills
4. Types and styles of communication in pharmaceutical practice
5. Verbal and non-verbal communication
6. Barriers in communication in professional practice
7. Integrated communication
8. Communication tools in professional practice
9. Interpersonal communication
10. Public appearances at professional meetings
11. The importance of communication with the patient
12. The importance of communication with other healthcare professionals

18. Learning methods:

Lectures: Students are required to attend lectures and actively participate in them.

Project: Students in groups conduct independent research in the field of communication in pharmaceutical practice, and present the research results orally and/or in writing.

Seminar paper: Students write a seminar paper based on the collected literature and present it orally.

19. Assessment methods:

Pre-exam activities (min 55, max 100 points)

Student's activity - 0-10 points

Seminar paper - 5-10 points

Project - max. 30 points

Exam - 27-50 points

Student's Activity: The student actively participates in class during lectures and demonstrates engagement in the work. Student's activity is evaluated with 0-10 points.

Seminar Paper: Students in groups conduct independent research in the field of communication in pharmaceutical practice, and present the research results orally and/or in writing. The student's independent work is graded with 5-10 points.

Project: The student actively participates in public advocacy activities aimed at environmental improvement and submits a written report on it. Based on the conducted activities, the student is awarded 0-30 points. The student earns points for the grade based on project activities. If the student achieves a sufficient number of points for passing the grade for other planned activities and assessments during the semester, they are not required to submit a report on the completed project.

Exam: Students can take the exam after attending the prescribed teaching units during the semester. To pass the exam, students need to achieve 27-50 points.

Students need to achieve a total number of points satisfying the passing grade criteria for planned activities and assessments during the semester. If a student fails to achieve a sufficient number of points for grading in pre-exam activities, the final exam and the failed parts of the exam are taken in the regular and retake exam dates.

20. Assessment components:

A student's performance is continuously monitored throughout the course and is expressed in points.

The final grade of a student after all planned forms of assessment is evaluated and graded as follows:

10 (A) - 95-100 - outstanding performance without errors or with minor errors

9 (B) - 85-94 - above the average, with some errors

8 (C) - 75-84 - average, with noticeable errors

7 (D) - 65-74 - generally good, but with significant shortcomings

6 (E) - 55-64 - meets the minimum criteria

5 (F, FX) <55 - does not meet the minimum criteria.

21. Required reading list:

1. Tasić Lj. et al. Komunikacija u farmaceutskoj praksi, 2012.
2. Sporrong S.K. and Kaae S. Communication in Pharmacy Practice, 2019.
3. Mandić T. Komunikologija, psihologija komunikacije, 2003.
4. Žižak A. et al. Interpersonalna komunikacija, 2012.

22. Web sources:**23. Applicable starting from the academic year:**

2023/24

24. Adopted in the Faculty/Academy session:

17.11.2025.