

Introduction of entrepreneurship course into the pharmacy education at University of Szeged



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Introduction

Feedback from labourmarket concerning the quality of students finishing higher education studies shows, that beside high level of scientific knowledge, lack of some basic skills is typical in case of most of the students.

At a 3G University, beside the theoretical scientific knowledge education is imparted with more emphasis on practical application, knowledge and skills. Entrepreneurship involves the ability to develop, organize and manage a business venture, means the ability of planning, strategic thinking and problem solving; good communication and interpersonal skills; marketing; basic management and leadership skills.

Introduction of an elective course into the curricula of the pharmacy students in order to develop their knowledge and skills on this field serving as a basis for a further pharmacy leadership and management role.

The following topics were discussed: market, research, marketing, SWOT analysis, promotions, logistics.

Method

Elements of Rogers- and Freinet methods were built in during the development of the course as a new pedagogical methodology.

(Fig.1., Fig.2.)

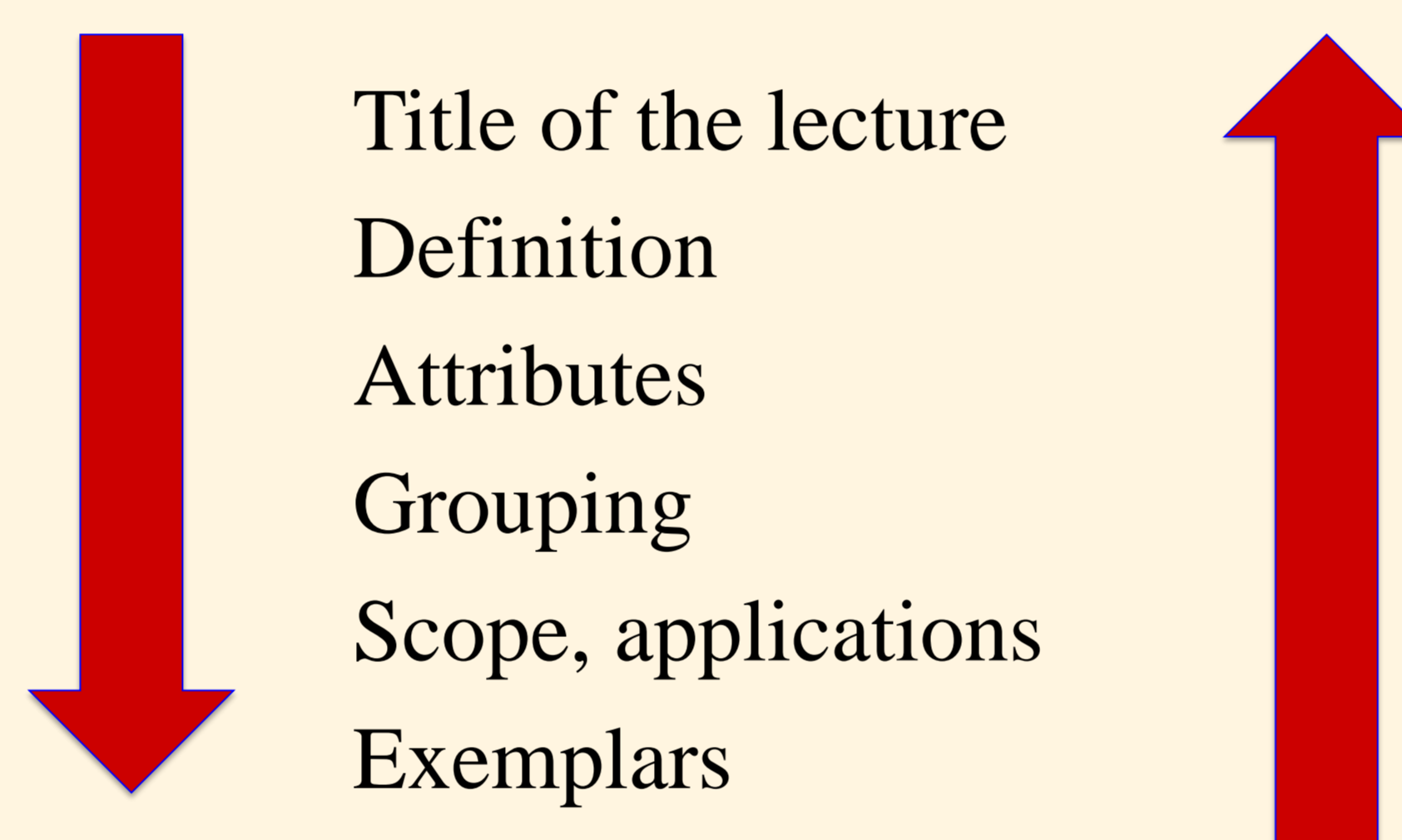


Fig1.: Structure of one lecture in 90 minutes

Snowball method



(private session) (working in pairs) (groups of students)
Fig. 2.: Structure of improving in mode of operation

Feedback

Student satisfaction surveys

52 students participated on the course since the academic year of 2011/2012, with high-level of satisfaction as measured yearly by means of student satisfaction surveys.

For example with the following documents:
„Opinion of the students on teacher’s work”

- 1. How do You evaluate the work of the teacher in terms of methodology?
- 2. How do You evaluate the work of the teacher in terms of organization?
- 3. How do You evaluate the teacher’s attitude?
- 4. Were You satisfied with the teacher’s language skills?

Summary

Capacity and skills for generating innovative business ideas, mobilizing resources, organizing production, marketing the products, managing the risks and constantly working for growth of the business, should be taught specially in professions, like pharmacists.



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