

# Pharmacists: Advance your Business Capabilities

Are you a pharmacist, or would you like to own or manage a pharmacy? The new **Executive Diploma in Strategic Pharmacy Business Management** from DBS can help you to learn the skills required to succeed in this field, while dealing with the challenges and pressures that the sector is currently under.

## Aims and Objectives

The primary objective of this programme is to build and enhance the retail business capability of pharmacists and business owners as part of both the IPU's and independent pharmacy strategic objectives for 2020 and into the future.

## Key objectives of the programme:

Learn to critically evaluate and review relevant theories, concepts, frameworks, models and key issues in the field of pharmacy retail strategy.

Provide an overview of consumer's decision-making processes, the influences upon consumers' behaviour and their implications for marketing.

Equip learners with an understanding of how market environments affect organisations marketing strategies.

Assist learners to understand the fundamentals of organisational behaviour.

Develop skills to interpret retail data and express its value visually through the use of case studies and datasets.

Demonstrate an understanding of the obligations and limitations imposed by the law on the operation of a retail business.

**Awarding Body:**  
Dublin Business School

**Schedule:**  
2 consecutive days  
(Thursday/ Friday)  
per month, 10am - 5pm

**Intake:** October - April

**Duration:** 6 months  
Daytime delivery



Provide a framework from which students can analyse the issues involved in applied management practice through a retail business simulation.

Explore how procurement and supply chain management can add value, enhance organisational performance and be a source of sustainable competitive advantage to a retail organisation.

Provide learners' with an understanding of the core objectives of financial management.

## With the Executive Diploma in Strategic Pharmacy Business Management you will cover the following topics:

- ▶ Retail Pharmacy Business Strategy
- ▶ Organisational Behaviour in Retail Environment
- ▶ Pharmacy Retail Consumer Behaviour
- ▶ Legal issues and regulation in Retail
- ▶ Pharmacy Retail Marketing
- ▶ Category Management and Retail Purchasing
- ▶ Retail Management Simulation
- ▶ Business Intelligence and Data Visualisation
- ▶ Finance for non-Financial Managers
- ▶ Leadership and Communication
- ▶ Capstone Project Preparation

## Assessment

To be awarded the Executive Diploma in Strategic Pharmacy Business Management, a Pharmacist will be required to complete continuous assessment for all subjects and a final project.

## Is this course for you?

If you have a pharmacy qualification and a drive to succeed, with great interpersonal skills then this is the course for you!

This programme will benefit those involved in the pharmacy business, or pharmaceutical industry.

It will help anyone who is keen to invest in multiple pharmacy businesses, acquire existing pharmacies, open a new pharmacy, or advance into senior management with your pharmacy business.

## Fees

€2,500 for IPU members

€3,000 for non-IPU members

For more information, or to apply, contact us below:

P: (01) 4177500

E: [admissions@dbs.ie](mailto:admissions@dbs.ie)

W: [www.dbs.ie/pharmacy](http://www.dbs.ie/pharmacy)

