Postgraduate Diploma
Parapharmacy Management

tech *technological university*

tech technological university

Postgraduate Diploma
Parapharmacy
Management

» Modality: **online**
» Duration: **6 months**
» Certificate: **TECH Technological University**
» Schedule: **at your own pace**
» Exams: **online**

Website: **www.techtitute.com/us/pharmacy/postgraduate-diploma/postgraduate-diploma-parapharmacy-management**

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01

Introduction

The digital transformation of parapharmacies has undoubtedly changed the landscape of this sector. Leading projects in this area requires a continuous updating of knowledge about the different existing business models, accounting management and the technology used for product distribution. All this is essential for pharmacists who already run their own business or wish to start a new project in this field. Therefore, in order to promote this updating process, TECH has created this 100% online degree, which will lead students to delve into the most effective economic, logistical and team coordination strategies for the management of Parapharmacies. All with multimedia content, accessible 24 hours a day, 7 days a week.

A 100% online Postgraduate Diploma, which will allow you to integrate the most recent strategies for the Parapharmacy Management"

New technologies have made it possible to incorporate the latest advances in the distribution of products to the Parapharmacies and to install themselves exclusively or in a mixed way as a business model on the Internet. Given this reality, it is necessary for pharmaceutical professionals to keep abreast of the latest developments in order to maximize the profitability of their companies.

In this sense, it is essential to generate a complete positive purchasing experience for the customer, which implies keeping up to date with existing suppliers, maintaining adequate logistics and maintaining a rigorous economic-financial plan. For this reason, TECH has created this Postgraduate Diploma in Parapharmacy Management, which will allow the pharmacist to obtain a successful update thanks to the syllabus developed by the excellent specialized team that teaches this degree.

This is a 6-month advanced program that will lead students to deepen their knowledge of the different types of existing Parapharmacies, the new leadership role or the most effective coaching techniques. In addition, the graduate will delve into profitability and Parapharmaceutical distribution. For this purpose, it will have didactic material based on video summaries of each topic, in-focus videos, readings and case studies, which make this degree more dynamic.

Likewise, thanks to the Relearning system, based on the reiteration of content throughout the academic itinerary, the graduate will reduce the hours of study and memorization so frequent in other methodologies.

Undoubtedly, the professional is facing a unique opportunity to be updated on the new lines of action and management in Parapharmacy through a program that does not require attendance, nor does it have classes with fixed schedules. In this way, the graduate will have greater freedom to combine their daily responsibilities with a quality degree.

This **Postgraduate Diploma in Parapharmacy Management** contains the most complete and up-to-date scientific program on the market. The most important features include:

- The development of practical cases presented by experts in Pharmacy
- The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- Practical exercises where self-assessment can be used to improve learning
- Its special emphasis on innovative methodologies
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- The availability of access to content from any fixed or portable device with an Internet connection

An academic option with which you will get the most current tools to analyze the sales of parapharmaceutical products"

"*Upgrade your knowledge on improving customer shopping experience and increase the profitability of your Parapharmacy business*"

Thanks to the Relearning method, you will be able to reduce the long hours of study and consolidate the most important concepts in a simple way.

A university degree that gives you in only 6 months the most exhaustive information on the development of a sales plan in Parapharmacy.

The program's teaching staff includes professionals from sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

Its multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive education programmed to learn in real situations.

The design of this program focuses on Problem-Based Learning, by means of which the professional must try to solve the different professional practice situations that are presented throughout the academic course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

02
Objectives

The objective of this Postgraduate Diploma is to provide students with the necessary strategies and lines of action to be able to update their knowledge on the Parapharmacy Management. This will be possible thanks to the theoretical-practical perspective of this degree and the numerous additional pedagogical resources, in which TECH has employed the latest technology applied to teaching.

With the case studies of this program, you will be able to integrate the most effective actions to achieve a successful management of your Parapharmacy"

General Objectives

- Expand knowledge of Parapharmacy management
- Enhance skills for the creation and management of online Parapharmacy
- Boosting the performance of the Parapharmacy business
- Analyze the most effective marketing strategies in the sector
- Incorporate the latest technological innovations for the start-up or adaptation of Parapharmacy projects
- Be aware of all types of products marketable through Parapharmacies
- Delve into the Parapharmaceutical Market
- Implement analysis and digital positioning actions for a Parapharmacy

Thanks to this university degree you will increase your skills for the acquisition of quality parapharmacy products for their subsequent active sale"

Specific Objectives

Module 1. Parapharmacy Basics

- Describe the main current differences between the line between Pharmacy and Parapharmacy
- Establish competitive analyses within the Parapharmacy sector
- Update knowledge about the new role of the Parapharmacy personnel
- Deepen in the new technologies used in this type of business

Module 2. Parapharmacy Profitability

- Deepen in the main terms of accounting and finance of a Parapharmacy
- Indicate the most effective strategies and sales plans in Parapharmacy, as well as the design of a financial plan
- Obtain the most current information on the tools used for sales research
- Be up to date with the main softwares used in Parapharmacy

Module 3. Parapharmaceutical Distribution

- Research on the most avant-garde technology used in the distribution of Parapharmaceutical products
- Gain a deeper understanding of the most relevant actors in the distribution chain
- Delve into the Parapharmaceutical market and product demand analysis
- Establish the essential recommendations to be able to manage a Parapharmacy

Course Management

The management and teaching staff of this university degree is noted for its brilliant professional career in the pharmaceutical, advertising and economic fields. Three fundamental areas that focus the advanced content of this Postgraduate Diploma and on which the faculty is highly qualified. In addition, the proximity of the specialists who teach this program will allow students to resolve any doubts they may have about its content during the 6 months of this training.

" *A dedicated team of teachers in the pharmaceutical and economic sector will be responsible for providing you with a successful update in the Parapharmacy Management"*

Management

Ms. Forner Puig, María José

- Pharmacist expert in Phytotherapy. Product specialist at Arkopharma Laboratories
- Assistant pharmacist at Traver-Martin Pharmacy
- Master in Dietetics, Nutrition and Nutritional Coaching by Sefhor Spanish Training Society
- Expert in Nutrition, Dietetics and Phytotherapy by the UNED (National University of Distance Education)
- Diploma in Sports Nutrition in Football by Barça Innovation Hub Universiti
- Degree in Pharmacy from the University of Valencia

Professors

Ms. García Domínguez, Patricia

- Head of Administration at Sanafarmacia Ciudad Expo 24 H
- Head of Administration and Management of a construction company
- Specialist in Pharmacy Office Management by the Royal and Illustrious Official College of Pharmacists of Seville
- Specialist in Occupational Risk Prevention, Human Resources Management/Personnel Administration by the Confederation of Businessmen of Andalusia
- Degree in Economics from the University of Seville

Structure and Content

The syllabus of this Postgraduate Diploma consists of an advanced syllabus that will allow the students to carry out an intensive update on the different types of Parapharmacy business models, the economic-financial planning and the strategies to obtain an optimal distribution of the products. All this, with multimedia didactic material, specialized readings and case studies that will bring you up to date in a dynamic and attractive way.

The multimedia pills will facilitate your update on the most innovative technology used in Parapharmacy distribution"

Module 2. Parapharmacy Profitability

2.1. Accounting and Finance of a Parapharmacy
- 2.1.1. Basic Accounting Aspects
- 2.1.2. Assets in Parapharmacy Accounting
- 2.1.3. Liabilities in Parapharmacy Accounting
- 2.1.4. Types of IVA. Taxes

2.2. Purchase Management
- 2.2.1. Suppliers
- 2.2.2. Stock Management
- 2.2.3. A.B.C. Products
- 2.2.4. Parapharmacy Purchasing Types

2.3. Sales Management
- 2.3.1. Pharmacy Activity Sales
- 2.3.2. POS as a Sales Tool for Parapharmacies
- 2.3.3. Costs and Expenses
- 2.3.4. Net Income

2.4. Parapharmacy Margin PVL, PVF, PVP
- 2.4.1. What is PVL
- 2.4.2. PVP Calculation
- 2.4.3. Net Margin, Differences Between PVL PVF and PVP
- 2.4.4. How to Improve Margin
- 2.4.5. Pharmacy Amortization

2.5. Sales Plan for a Parapharmacy
- 2.5.1. How to Develop a Sales Plan
- 2.5.2. Customer Loyalty
- 2.5.3. Sales Incentive Planning
- 2.5.4. Staff Incentives for Sales

2.6. Tools to Study the Sales of a Parapharmacy
- 2.6.1. Customer Shopping Experience
- 2.6.2. Upselling
- 2.6.3. Cross Selling
- 2.6.4. Packs
- 2.6.5. Offering Techniques for your Parapharmacy

2.7. Main Software: Farmatic, Unycop, Bitfarma
- 2.7.1. Which One to Choose S.L., C.B. or S.A. or Self-Employed
- 2.7.2. Equivalence Surcharge

2.8. Payment Types
- 2.8.1. Payments to Suppliers
- 2.8.2. Deferral of Payments

2.9. Financial Plan
- 2.9.1. Investment Plan
- 2.9.2. Balance
- 2.9.3. Cash Budget
- 2.9.4. Interim Profit and Loss Statement
- 2.9.5. Treasury Plan

2.10. The Profit Margin of a Parapharmacy
- 2.10.1. Negotiation with Suppliers
- 2.10.2. Cost Savings on Purchases
- 2.10.3. Supplier Discounts for Prompt Payment
- 2.10.4. Increasing the Opening Hours of the Parapharmacy

Module 3. Parapharmaceutical Distribution

3.1. Innovative Technology for Parapharmaceutical Distribution

3.2. Logistics
  3.2.1. Order Preparation
  3.2.2. Order Delivery
  3.2.3. Delivery Notes and Invoices
  3.2.4. Good Practices

3.3. Parapharmacy Products Distribution Chain
  3.3.1. Distribution Players; Who they Are
  3.3.2. What Is a Wholesaler
  3.3.3. What Is a Distributor
  3.3.4. What is a Purchasing Group?
  3.3.5. Parapharmacy as a Final Point of Sale to the Customer

3.4. ICT Management of the Parapharmacy Warehouse
  3.4.1. What is the Parapharmacy Store?
  3.4.2. Ordering and Procurement Management
  3.4.3. Receipt of Incoming Goods
  3.4.4. Storage and Placement of Products

3.5. Parapharmaceutical Market
  3.5.1. Market Presentation and Definition in Figures
  3.5.2. The Domestic Market
  3.5.3. Demand Analysis: Use of Beauty and Personal Care Products, Consumer Buying Behavior
  3.5.4. Market structure

3.6. Stock Management
  3.6.1. Optimal Stock Management in Parapharmacy
  3.6.2. Optimal Inventory of the Parapharmacy is Based on the Analysis of 10 Variables
  3.6.3. Turnover Ratio and Optimal Stock Management Levels in the Parapharmacy
  3.6.4. Conclusions

3.7. Parapharmacy Order Types
  3.7.1. Order Management in the Parapharmacy
  3.7.2. Types of Orders in a Parapharmacy
  3.7.3. How Are Orders Placed?
  3.7.4. Other Options

3.8. Quality of Parapharmacy Products
  3.8.1. Product Labeling
  3.8.2. National Code for Parapharmaceutical Products as a Quality Guarantee
  3.8.3. Quality Image of Parapharmacy Products
  3.8.4. Parapharmacy as a Sales Channel Ensures Product Quality

3.9. End Customer
  3.9.1. Active Sales
  3.9.2. Recommendations for Moving from Active Selling to Selling Advice
  3.9.3. Customer Knowledge
  3.9.4. End Customer

3.10. Keys to Parapharmacy Management
3.10.1. Tips to Optimize Parapharmacy Management
3.10.2. Parapharmacy Management Areas
3.10.3. Practical Advice
3.10.4. Conclusions

You will be able to download all the content available on the virtual Classroom, thus gaining access to it even offline"

05
Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

At TECH we use the Case Method

What should a professional do in a given situation? Throughout the program, students will be confronted with multiple simulated clinical cases based on real patients, in which they will have to investigate, establish hypotheses and ultimately, resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method. Pharmacists learn better, more quickly and more sustainably over time.

With TECH you will experience a way of learning that is shaking the foundations of traditional universities around the world.
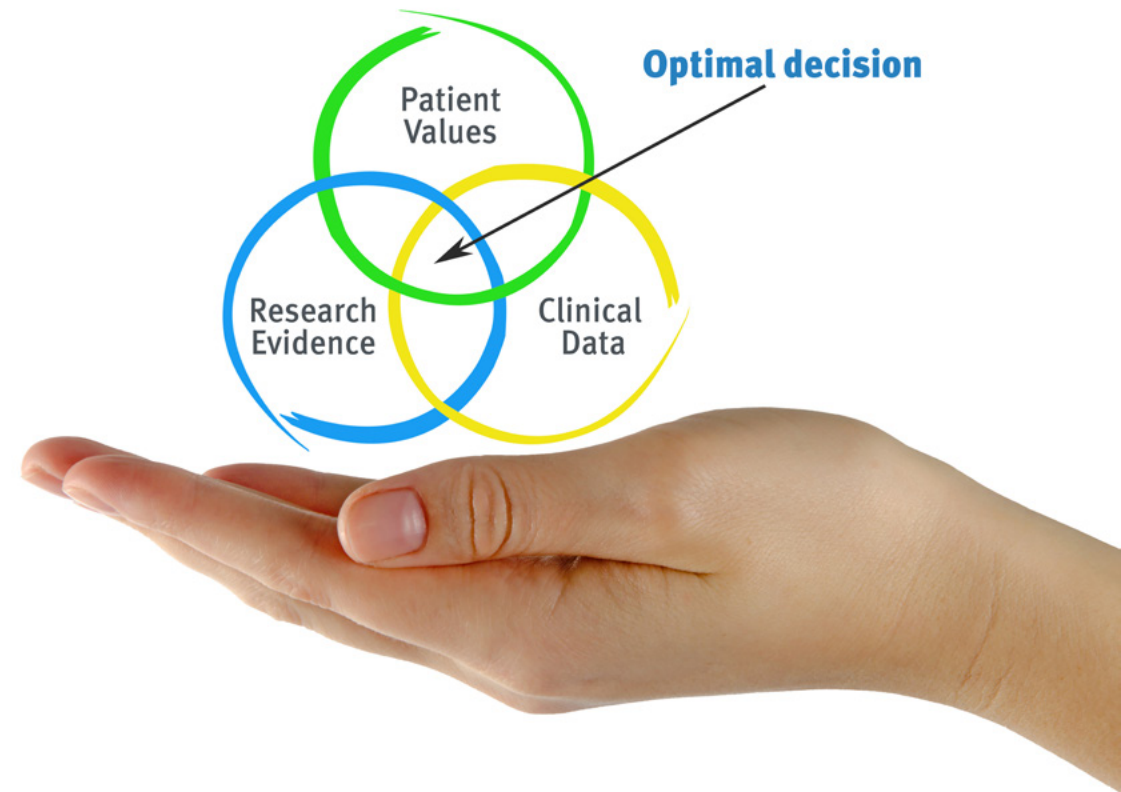
According to Dr. Gérvas, the clinical case is the annotated presentation of a patient, or group of patients, which becomes a "case", an example or model that illustrates some peculiar clinical component, either because of its teaching power or because of its uniqueness or rarity. It is essential that the case is based on current professional life, attempting to recreate the actual conditions in a pharmacist's professional practice.

Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method"

The effectiveness of the method is justified by four fundamental achievements:

1. Pharmacists who follow this method not only grasp concepts, but also develop their mental capacity, by evaluating real situations and applying their knowledge.

2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.

3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.

4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

Relearning Methodology

At TECH we enhance the case method with the best 100% online teaching methodology available: Relearning.

Our University is the first in the world to combine the study of clinical cases with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, which represent a real revolution with respect to simply studying and analyzing cases.

Pharmacists will learn through real cases and by solving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

With this methodology, more than 115,000 pharmacists have been trained with unprecedented success in all clinical specialties, regardless of the surgical load. This pedagogical methodology is developed in a highly demanding environment, with a university student body with a high socioeconomic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

The overall score obtained by TECH's learning system is 8.01, according to the highest international standards.

This program offers the best educational material, prepared with professionals in mind:

Study Material

All teaching material is created specifically for the course by specialist pharmacists who will be teaching the course, so that the didactic development is highly specific and accurate.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.

Video Techniques and Procedures

TECH introduces students to the latest techniques, to the latest educational advances, to the forefront of current pharmaceutical care procedures. All of this, first hand, and explained and detailed with precision to contribute to assimilation and a better understanding. And best of all, you can watch them as many times as you want.

Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.
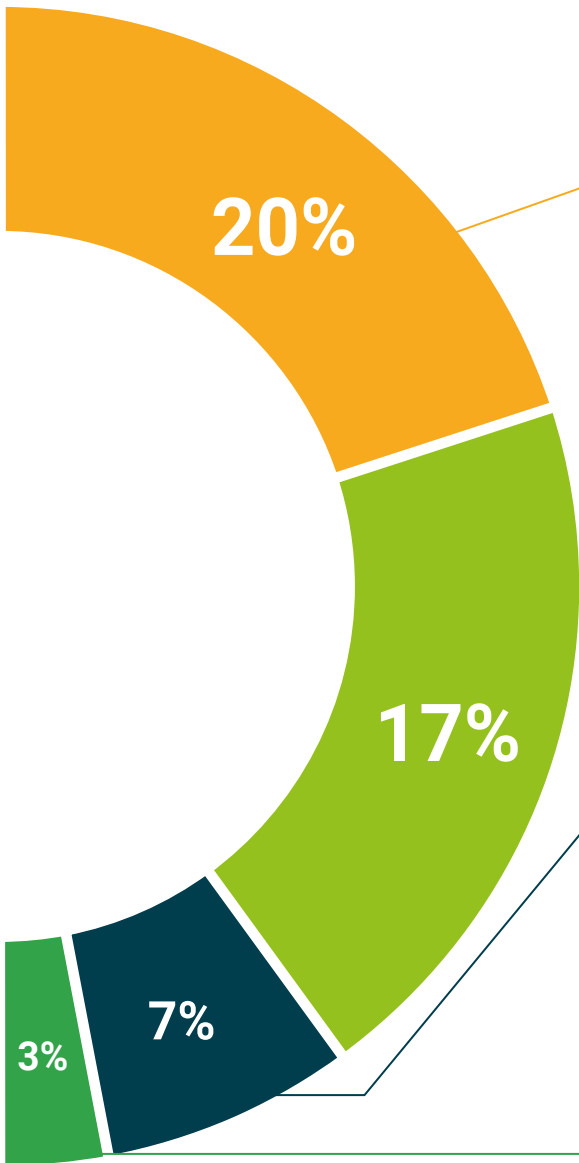
This unique multimedia content presentation training system was awarded by Microsoft as a "European Success Story".

Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.

20%

15%

15%

3%

20%

17%

7%

3%
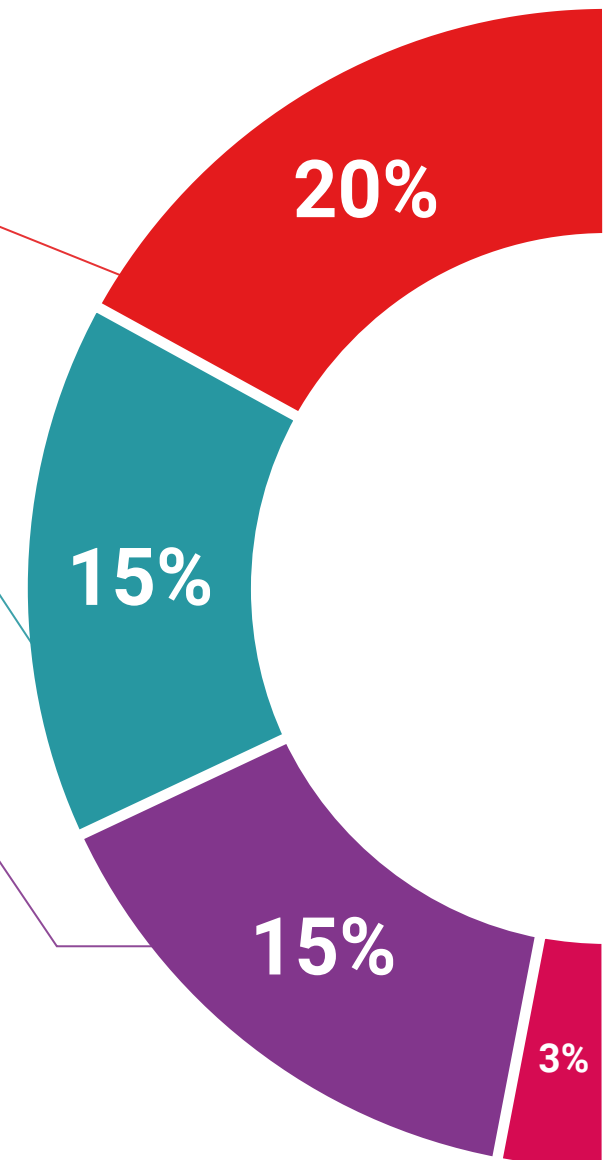
Expert-Led Case Studies and Case Analysis

Effective learning ought to be contextual. Therefore, we will present you with real case developments in which the expert will guide you through focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.

Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.

Classes

There is scientific evidence on the usefulness of learning by observing experts. The system known as Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help students progress in their learning.

06
Certificate

The Postgraduate Diploma in Parapharmacy Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"
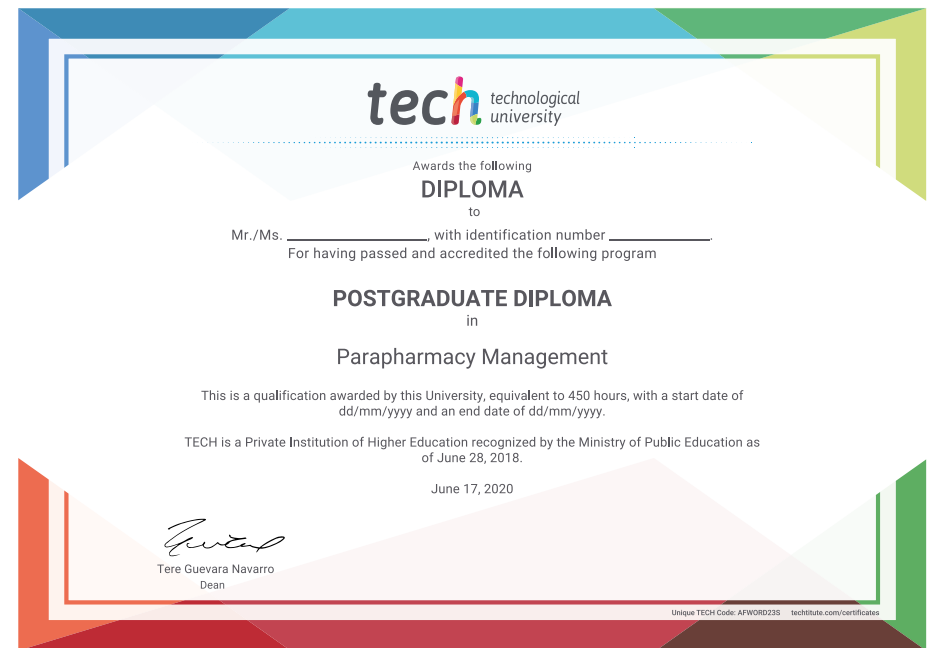
This **Postgraduate Diploma in Parapharmacy Management** contains the most complete and up-to-date scientific on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Diploma** issued by **TECH Technological University** via tracked delivery*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Diploma, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Diploma in Parapharmacy Management**

Official N° of Hours: **450 h.**

tech technological university

Awards the following

DIPLOMA

to

Mr./Ms. _____, with identification number _____.

For having passed and accredited the following program

POSTGRADUATE DIPLOMA

in

Parapharmacy Management

This is a qualification awarded by this University, equivalent to 450 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

Postgraduate Diploma
Parapharmacy Management

» Modality: **online**
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