



UDC 615.1:378.147

## SELF-DIRECTED LEARNING AS A TOOL FOR STUDENTS' MASTERY OF PHARMACEUTICAL MANAGEMENT AND THE LEGAL FOUNDATIONS OF PROFESSIONAL PRACTICE

**K. V. Sadohurska***PhD in Pharmacy*

ORCID: 0000-0002-4098-9285

*Bukovinian State Medical University***Iu. I. Greshko***PhD in Pharmacy*

ORCID: 0000-0002-3950-6688

*Bukovinian State Medical University***R. Ir. Basaraba***PhD in Pharmacy*

ORCID: 0000-0002-0799-7718

*Bukovinian State Medical University*

**Abstract.** *The article examines the role of student independent work as an effective tool for mastering the content of the disciplines Pharmaceutical Management and Marketing, Pharmaceutical Law, and Introduction to Pharmacy. The significance of self-directed learning in deepening theoretical knowledge, developing analytical skills, and forming the ability to apply acquired knowledge in practical contexts of the professional activity of a Master of Pharmacy is analysed. Emphasis is placed on the educational value of independent work in studying the managerial, legal, and ethical aspects of pharmaceutical practice. The main forms of independent work are described, including the analysis of regulatory documents, solving situational tasks, completing individual assignments, and preparing presentations and educational mini-projects. It is demonstrated that well-organised independent work enhances the effectiveness of the educational process and contributes to the professional development of future pharmacy specialists.*

**Key words:** *student independent work, professional activity, pharmaceutical management and marketing, pharmaceutical law, introduction to pharmacy.*

### Introduction.

Modern pharmaceutical education in Ukraine is aimed at preparing specialists capable of functioning effectively under conditions of increasing competition, digital transformation of the pharmaceutical sector, and heightened requirements for the quality of professional activity. An important component of this process is student independent work, which ensures deeper mastery of theoretical material, the development of analytical thinking, and the formation of skills necessary for applying knowledge in practical contexts of future professional activity as a Master of Pharmacy. Independent learning promotes the individualisation of the educational



process, enhances students' cognitive engagement, and increases their responsibility for learning outcomes [1, 2].

Independent work becomes especially significant when studying pharmaceutical disciplines such as Pharmaceutical Management and Marketing, Pharmaceutical Law, and Introduction to Pharmacy. These courses provide students with fundamental understanding of the professional role of the pharmacist, ethical principles of pharmaceutical practice, the structure of the pharmaceutical market, mechanisms of pharmacy management, and regulatory requirements governing the circulation of medicinal products. Independent study within these disciplines contributes to a deeper comprehension of the interrelation between managerial, marketing, legal, and ethical aspects of pharmaceutical professional activity [3, 4].

The organisation of independent student work serves as an essential tool for improving the educational process, as it facilitates thorough exploration of complex theoretical concepts, enhances preparation for practical classes, and supports the professional development of future Masters of Pharmacy. For this reason, the study of the characteristics of independent learning activities during the study of pharmaceutical management, marketing, pharmacy law, and foundational pharmaceutical courses is an important and timely task in modern pharmaceutical education.

### **The main part.**

Independent learning is an integral component of the preparation of a modern future Master of Pharmacy, as it ensures in-depth study of academic disciplines, the development of professional maturity, and the formation of the ability to apply knowledge in practical situations. Studying such disciplines as Pharmaceutical Management and Marketing, Pharmaceutical Law, and Introduction to Pharmacy requires students not only to master theoretical content but also to be able to independently analyse information, work with regulatory sources, evaluate managerial decisions, and understand the ethical foundations of pharmaceutical practice.

The discipline Introduction to Pharmacy serves as an important foundational element in the structure of professional training, as it forms students' understanding of the essence of the pharmaceutical profession, its historical development, ethical



principles, professional responsibility, and deontological norms. Independent study of this discipline enables learners to develop a deeper understanding of the social role of the Master of Pharmacy, the importance of adhering to professional ethics, and the influence of moral aspects on everyday pharmaceutical practice. The acquired knowledge becomes the basis for further study of the managerial and legal components of pharmaceutical activity.

In the process of studying Pharmaceutical Management and Marketing, students' independent work is aimed at familiarising themselves with modern approaches to the organisation of pharmacy operations, personnel management methods, principles of pharmaceutical logistics, and the formation of assortment and marketing policies. Students independently analyse market situations, models of competitive behaviour, and tools for the promotion and advertising of medicinal products. Completing individual practical tasks—such as developing mini-projects, analysing situational cases, or modelling managerial decisions—promotes the development of strategic thinking, the ability to make informed decisions, and awareness of ethical constraints in marketing activities.

The discipline Pharmaceutical Law provides students with an understanding of the regulatory foundations governing the circulation of medicinal products, licensing requirements, dispensing rules, state quality control principles, and liability for violations of pharmaceutical legislation. In independent work, students study legal texts, resolutions, and regulatory acts; analyse concrete legal situations; solve law-oriented tasks; and monitor changes in pharmaceutical regulation. This approach develops skills in legally competent interpretation of documents, the ability to apply normative provisions to practical circumstances, and the capacity to make legally sound decisions in professional practice [5].

It is important to note that independent work across these three disciplines is mutually reinforcing. The study of ethical and deontological foundations within Introduction to Pharmacy creates the value-based framework necessary for the ethical use of managerial and marketing tools and for correct interpretation of legal norms. Work with materials in pharmaceutical management and marketing develops skills of



market analysis, decision-making, and planning within pharmacy institutions. Studying legislation provides students with knowledge of the boundaries of professionally permissible actions and the rules that must be followed in pharmaceutical practice.

Independent learning activities encompass various forms: analytical reviews, studying academic and scientific literature, completing individual assignments, preparing presentations, solving situational tasks, and participating in training sessions and mini-research projects. These types of learning activities foster students' ability to make independent decisions, develop critical thinking, encourage professional reflection, and reinforce responsibility for the outcomes of completed tasks.

### **Conclusions.**

Independent work is an essential component of training future Masters of Pharmacy, as it promotes deeper understanding of theoretical material, the development of analytical skills, and the ability to apply knowledge in professional situations. When studying the disciplines Pharmaceutical Management and Marketing, Pharmaceutical Law, and Introduction to Pharmacy, self-directed learning helps students form a holistic understanding of the managerial, legal, and ethical aspects of pharmaceutical practice. Various forms of independent work enhance the effectiveness of learning and support the professional development of pharmacy students.

### References:

1. Halchynskyi, M. (2024). The use of an integrated marketing communications in the activities of a pharmaceutical company and identification of leading factors. *Management-journal*.
2. Kotvitska, A. A. (2024). Analysis of the regulatory framework governing the provision of pharmaceutical care and services to the population. *PharmJ: Journal of Pharmaceutical Science and Practice*.
3. Melnychenko, O. (2024). Marketing digital tools in the promotion of pharmaceutical brands in Ukraine. *Foreign Trade: Journal of Business and Marketing*.
4. Dorykevych, K. (2023). Activity of pharmacies in Ukraine during the war: changes to regulation and professional standards. *Ami: Ukrainian Medical Journal*.



5. Vlasenko, I. O. (2025). Innovative elements of pharmaceutical education: Ukrainian context. *PharmJ: Journal of Pharmaceutical Science and Practice*.

Статтю надіслано: 25.11.2025 р.

© Садогурська К.В., Грешко Ю.І., Басараба Р.Ю.