PHAR 7276 Social-Behavioral Pharmacy and Practice Management
Spring Semester 2026

Course Description
This course focuses on management principles such as planning, organizing, directing, and controlling pharmacy resources applied to various practice settings and patient outcomes.

Additional Course Information
This course offers the examination and application of principles of pharmacy management and social and behavioral aspects of pharmacy practice. Emphasis is placed on the marketing of pharmaceutical goods and services, financial management and budgeting, drug pricing, risk management, health care quality, and personnel management. Upon completing the course, students can optimize pharmacy resources, maximize the safety of medication use systems, help develop staff and future leaders, and promote the pharmacist's role in patient care.

Course Credit
Two (2) credit hours

Pre-Requisites
PHAR 7273 Health Care Systems

Co-Requisites
None

Class Meeting Days, Time & Location
Monday from 10:00 am – 11:50 am; W.T. Brookshire Hall 235

Course Coordinator
Wallace Marsh Ph.D., MBA
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Office hours: T/Th noon-1pm
Preferred method of contact: E-mail

Fisch College of Pharmacy (FCOP) and UT Tyler Policies
This is Part 1 of the syllabus. Part 2 contains UT Tyler and the FCOP policies and procedures. For experiential courses (i.e., IPPE and/or APPE), the Experiential Manual contains additional policies and instructions that supplement the Syllabus Part 1 and 2. Please note that the experiential manual may contain policies with different deadlines and/or instructions. The manual should be followed in these cases.

Required Materials
Most course required materials are available through the Robert R. Muntz Library. These materials are available either online (http://library.uttyler.edu/) or on reserve.
1. Other required materials will be posted on the classes' Canvas site. The site address is: uttyler.edu/canvas.

Recommended Materials

The course recommended materials are on reserve at the Robert R. Muntz Library.

1. Pharmacy Management: Essentials for All Practice Settings, by David P. Zgarrick, Greg L. Alston, Leticia R. Moczygemba, Shane P. Desselle, 4th ed., c2016, ISBN: ISBN-13: 978-0071845434; ISBN-10: 9780071845434.

Artificial Intelligence (AI) Programs

AI programs (ChatGPT, Copilot, etc.) are allowed in this course. These programs can be powerful tools for learning and other productive pursuits, including completing assignments in less time, helping you generate new ideas, or serving as a personalized learning tool. However, your ethical responsibilities as a student
remain the same. You must follow UT Tyler's Honor Code and uphold the highest standards of academic honesty. This applies to all uncited or improperly cited content, whether created by a human or in collaboration with an AI tool. If you use an AI tool to develop content for an assignment, you must cite the tool's contribution to your work.

Course Format

The course may include, but are not limited to, the following activities:

1. Independent study of selected readings
2. Lecture
3. Active learning strategies
4. Team-based learning strategies:
    a. Team application of content and concepts

Course Learning Outcomes (CLOs)

CLOs	PLO(s) Assessed for this CLO (1-12)	ACPE Appendix 1	ACCP Didactic Toolkit	NAPLEX (1.1-6.5)	MJPE (1.1-4.7)	Assessment Methods (1-13)
1) Describe essential management principles (planning, organizing, directing, and controlling pharmacy resources) applied to various pharmacy practice settings.	1,2,7	Practice Management	N/A	5A	N/A	1,2,3
2) Describe the financial aspects of institutional and community pharmacy practice, including costs, reimbursement, revenue generation, and pricing of pharmaceuticals.	1,2	Practice Management	N/A	5A	N/A	1,2,3

3) Discuss methods used in assessing health care quality and risk management in pharmacy practice, incorporating concepts of personnel management.	1,2,7	Practice Management	N/A	5A, 5B, 5C	N/A	1,2,3
4) Identify and describe health informatics technologies and patient safety strategies to maintain quality and efficiency in the delivery of patient care.	1,2	Practice Management	N/A	2D,5A, 5C	N/A	1,2,3

Course Summative Assessment Methods

	Assessment/Examination Method
1	Question-based examination (ExamSoft-based)
2	Other major assignment. Please specify: Applications

Grading Policy & Grade Calculation

Grades will be determined based on evaluation of assignments, formative assessments (for learning), and summative assessments (for mastery). For all intents and purposes, final examinations are synonymous with summative assessments. Assessments may consist of, but are not limited to, multiple-choice, fill in the blank, short-answer, essay, and problem-based questions. They may also include a variety of formats beyond the traditional question-based written examination, as each CLO may require different methods to determine student achievement.

Assignments, formative, and summative assessments may be **cumulative.** Students are responsible for material presented during prior courses. The grading scale for all graded material is below. The final course grade will be assigned according to the calculated percentage and the percentages will not be rounded upward or downward. For additional information, see Part 2 of the syllabus.

Absences - Unexcused: Students will receive a Zero for assessments missed that day. Excused: Students will be given the opportunity to make-up the missed assessment.

During the time the course is in progress, students who obtain less than 75% on any summative assessment or a total course grade of less than 75% during a particular semester will receive an academic alert from the course coordinator and the Office of Academic Affairs and be subject to weekly in-course remediation with the course instructor(s).

COURSE GRADING

Exam 1 (Mid-term)	40%
Exam 2 (Final)	40%
In-class Assignments	20%

A	90 - 100 %
B	80 - 89.999 %
C	70 - 79.999 %
D	65.0 - 69.999 %
F	< 65.0 %

PHAR 7276 Course Schedule
Spring 2026

WEEK	DAY	TOPIC* Wk 1-10,14-15: Practice Management (ACPE) Wk 11-13: Health Informatics/Cultural Awareness (ACPE)	Instructor	CLO
1	Jan 12	Introduction to the Course Leadership	Marsh	1
2	Jan 19	MLK Holiday	Marsh	1
3	Jan 26	Introduction to Management Principles	Marsh	1
4	Feb 2	Human Resource Management	Marsh	1
5	Feb 9	Formulary Management / Inventory Control	Marsh	1
6	Feb 16	Marketing and Merchandising	Marsh	1
7	Feb 23	Drug Payment Methodologies	Marsh	2
8	Mar 2	*Mid-Term Exam*		
9	Mar 9-13	**Spring Break**		
10	Mar 16	Drug Pricing throughout the supply chain	Marsh	2
11	Mar 23	Overview of Health Informatics/ Health care quality and its measurement	Marsh	2
12	Mar 30	Cultural Influences on Health	Marsh	2
13	Apr 6	Cultural Influences on Health	Marsh	4
14	Apr 13	Financial Statements	Marsh	4
15	Apr 20	Financial Ratios	Marsh	4
16	TBA	*Final Exam*		