



INTEGRATED ACADEMIC STUDIES IN PHARMACY

SECOND YEAR OF STUDY

school 2025 /2026 .

Pharmaceutical communication skills

Subject:

Pharmaceutical communication skills

The subject is valued at 4 ECTS credits. There are 3 hours of active teaching per week. (1 hour of lectures, 2 hours of other forms of teaching - seminar).

TEACHERS AND ASSOCIATES:

RB	First and last name	Email address	title
1.	Vladimir Janjic	vladadok@yahoo.com	full professor
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15.	Anja Vasiljevic	vasiljevic.anja034@gmail.com	Teaching assistant

SUBJECT OBJECTIVE:

Introducing students to the definition and types of communication (verbal and nonverbal communication). Introducing students to the characteristics of health communication (diagnostic and therapeutic). Introducing students to the principles of complex communication skills (empathy, assertiveness, active listening). Training students to establish quality contact with various users of health services; Mastering communication skills through simulation of situations in a healthcare context. Training students for teamwork in healthcare as well as for communication with non-healthcare professionals sector.

SUBJECT OUTCOME:

Upon completion of the course Pharmaceutical Communication Skills, students are expected to acquire basic knowledge of:

- knows and understands the structure, role and importance of applying communication skills between healthcare professionals workers and different groups of health service users.
- be able to communicate assertively with diverse individuals and groups in the medical field the environment (medical and non-medical staff, patients, patient's family...);
- applies active listening and empathy skills;
- independently conducts interviews with patients and family members of patients; participates in psychological preparation of the patient for various medical interventions;
- demonstrates skills in communicating bad news in different situations (communication with the bereaved, with parents of sick children, etc.);
- demonstrate the skill of establishing communication with users of medical services of different age categories (children, adults);
- demonstrate the skill of establishing communication with users of medical services who have different types of limited communication abilities;
- demonstrates assertive communication skills in negotiation or resolution situations conflict.
- to communicate adequately with colleagues and collaborators in teamwork

RATE:

SEMINAR PAPERS : In this way, a student can earn up to 30 points (two seminar papers of 15 points each) . Each student receives a topic for a seminar paper in each module that is taught in written form. The preparation, content and form of the seminar paper are assessed. A list of topics for seminar papers will be offered to students in the first term of the course.

CLINICAL SEMINAR GRADING : In this way, a student can earn up to 20 points. Preparation, presentation style, and inclusion of others in the discussion are assessed. A list of topics for clinical seminars will be offered to students in the first term of the course (one seminar can be prepared by one or more students).

FINAL TEST: In this way, a student can earn up to 50 points.

The final grade is formed as follows:

To pass the course, a student must earn a minimum of 51 points, as follows:

1. acquire more than 50% of the points required for the seminar paper
2. acquire more than 50% of the points required for the clinical seminar
3. pass the final test, i.e. have more than 50% correct answers.

number of points earned	rating
0 – 50	5
51 – 60	6
61 – 70	7
71 – 80	8
81 – 90	9
91 – 100	10

FINAL TEST

FINAL TEST GRADING

The test has 25 questions.
Each question is worth 2 point.

LITERATURE:

TEXTBOOK NAME	AUTHORS	PUBLISHER	LIBRARIES	READING ROOM
Communication skills in healthcare	Janjic V, Petrovic M.	University of Kragujevac, Faculty of Medical Sciences, 2016 .	yes	yes
Communication skills	Nenadovic M.	University of Pristina, Faculty of Medicine, 2010.	yes	yes

All lectures are available on the Faculty of Medical Sciences website: www.medf.kg.ac.rs

LECTURES AND PRACTICE

MONDAY

GREEN HALL (H45)

15.30-17.45

[Schedule of lectures, practical classes and tests – academic calendar](#)

Sunday	type	name of the method unit	teacher
1	P	INTRODUCTION TO COMMUNICATION SKILLS	Prof. Dr. Vladimir Janjic Assoc. Prof. Dr. Milan Đorđić
1	S	Presenting clinical seminars	Dr. Sladjana Veselinovic, Dr. Ermin Fetahovic
2	P	VERBAL AND WRITTEN COMMUNICATION SKILLS	Prof. Dr. Mirjana Jovanović
2	S	Presenting clinical seminars	Assoc. Prof. Dr. Milan Đorđić, Dr. Slađana Veselinović, Dr. Ermin Fetahović
3	P	NONVERBAL COMMUNICATION SKILLS	Prof. Dr. Vladimir Janjic Assoc. Prof. Dr. Milan Đorđić
3	S	Presenting clinical seminars	Assoc. Prof. Dr. Milan Đorđić, Dr. Slađana Veselinović, Dr. Ermin Fetahović
4	P	THE INFLUENCE OF PERSONALITY CHARACTERISTICS AND SOCIAL SPECIFICITIES ON COMMUNICATION. COMMUNICATION SKILLS - PROFESSIONAL ASPECTS	Prof. Dr. Vladimir Janjic Assoc. Prof. Dr. Branimir Radmanović
4	S	Presenting clinical seminars	Assoc. Prof. Dr. Milan Đorđić, Dr. Slađana Veselinović, Dr. Ermin Fetahović
5	P	COMMUNICATION SKILLS WITH AN AUDIENCE IN THE NON-HEALTH SECTOR	Assoc. Prof. Dr. Milan Đorđić Assoc. Prof. Dr. Vladimir Shebek
5	S	Presenting clinical seminars	Assoc. Prof. Dr. Milan Đorđić, Dr. Slađana Veselinović, Dr. Ermin Fetahović
6	P	COMMUNICATION SKILLS – PROFESSIONAL ASPECTS	Assoc. Prof. Dr. Milan Đorđić
6	S	Presenting clinical seminars	Assoc. Prof. Dr. Milan Đorđić, Dr. Slađana Veselinović, Dr. Ermin Fetahović
7	P	COMMUNICATION SKILLS WITH CHILDREN AND ADOLESCENTS	Prof. Dr. Biljana Vuletić
7	S	Presenting clinical seminars	Assoc. Prof. Dr. Milan Đorđić, Dr. Slađana Veselinović, Dr. Ermin Fetahović

Sunday	type	name of the method unit	teacher
8	P	COMMUNICATION IN GERIATRICS	Prof. Dr. Dragana Ignjatović Ristic
8	S	Presenting clinical seminars	Assoc. Prof. Dr. Milan Đorđić, Dr. Slađana Veselinović, Dr. Ermin Fetahović
9	P	SPECIFICITIES OF COMMUNICATION IN RELATION TO INFECTIOUS DISEASES AND IN DERMATOVENEROLOGY	Prof. Dr. Ana Ravić Nikolić
9	S	Presenting clinical seminars	Assoc. Prof. Dr. Milan Đorđić, Dr. Slađana Veselinović, Dr. Ermin Fetahović, Prof. Dr. Vesna Miličić
10	P	SPECIFICITIES OF COMMUNICATION IN PHARMACY	Prof. Dr. Srdjan Stefanovic Assoc. Prof. Dr. Aleksandar Kočović
10	S	Presenting clinical seminars	Assoc. Prof. Todorović Dušan Assoc. Prof. Dr. Milan Đorđić, Dr. Slađana Veselinović, Dr. Ermin Fetahović
11	P	COMMUNICATION SKILLS WITH PEOPLE WITH MENTAL DISORDERS	Prof. Dr. Dragana Ignjatović Ristic Prof. Dr. Branimir Radmanović
11	S	Presenting clinical seminars	Assoc. Prof. Dr. Milan Đorđić, Dr. Slađana Veselinović, Dr. Ermin Fetahović
12	P	SPECIFICITIES OF COMMUNICATION WITH PATIENTS WITH DISEASES WITH AN UNFAVORABLE PROGNOSIS	Prof. Dr. Marina Petrovic
12	S	Presenting clinical seminars	Assoc. Prof. Dr. Milan Đorđić, Dr. Željko Ivošević, Dr. Đorđe Stevanović, Dr. Ermin Fetahović
13	P	COMMUNICATION SKILLS WITH PATIENTS IN RELATION TO PARTICIPATION IN CLINICAL RESEARCH (STUDY)	Prof. Dr. Srdjan Stefanovic Prof. Dr. Branimir Radmanović
13	S	Presenting clinical seminars	Assoc. Prof. Dr. Katarina Nikić Đuričić, Assoc. Prof. Dr. Milan Đorđić, Prof. Dr. Slađana Veselinović, Prof. Dr. Ermin Fetahović
14	P	HEALTHCARE COMMUNICATION SKILLS IN ACCORDANCE WITH LEADING LEGAL ACTS	Assoc. Prof. Dr. Milan Đorđić Assoc. Prof. Dr. Vladimir Shebek
14	S	Presenting clinical seminars	Assoc. Prof. Dr. Milan Đorđić, Dr. Slađana Veselinović, Dr. Ermin Fetahović
15	P	COMMUNICATION SKILLS – REPETITORIUM	Prof. Dr. Vladimir Janjic Assoc. Prof. Dr. Milan Đorđić

Sunday	type	name of the method unit	teacher
15	S	Presenting clinical seminars	Assoc. Prof. Dr. Milan Đorđić, Dr. Slađana Veselinović, Dr. Ermin Fetahović
ZT	FINAL TEST		
And	EXAM (June deadline)		

UNIT 1 (FIRST WEEK):

INTRODUCTION TO COMMUNICATION SKILLS

1 hour lectures	3 hour seminar
<p>Basic principles of communication. History of communication skills. The concept of empathy. Assertiveness.</p> <p>What a student needs to know:</p> <ul style="list-style-type: none"> • Introduction to the history of communication skills • Understand basic types of communication • Introduction to the concept and meaning of empathy • Understand the practical importance of applying assertiveness in communication 	<p>The importance of adequate communication in medicine</p> <p>What a student needs to know:</p> <ul style="list-style-type: none"> • Understanding the role of adequate communication in medicine • Introducing students to the method of preparation and presentation of the seminars they will prepare

UNIT 2 (SECOND WEEK):

VERBAL AND WRITTEN COMMUNICATION SKILLS

hour lectures	seminar 3 hours
<ul style="list-style-type: none"> • Verbal communication skills. How to communicate in writing. <p>What a student needs to know:</p> <ul style="list-style-type: none"> • Learn how to communicate verbally appropriately • Learn the meaning of different voice modulations for communication • Understand the importance of emotional tone • Learn how to adequately verbalize different content • Learn how to communicate with patients and colleagues in writing • Learn the formal form of a request 	<ul style="list-style-type: none"> • Assertiveness and empathy in communication with the patient <p>What a student needs to know:</p> <ul style="list-style-type: none"> • They will become familiar with the practical aspects of applying assertiveness and empathy in communication. • Practical formulation of a written request

UNIT 3 (THIRD WEEK):

NONVERBAL COMMUNICATION SKILLS

1 hour lectures	seminar 3 hours
<ul style="list-style-type: none"> • Basic principles of communication. • History of communication skills. • The concept of empathy. Assertiveness. <p>What a student needs to know:</p> <ul style="list-style-type: none"> • Introduction to the history of communication skills • Understand basic types of communication • Introduction to the concept and meaning of empathy • Understand the practical importance of applying assertiveness in communication 	<p style="text-align: center;">The importance of adequate communication in medicine</p> <p>What a student needs to know:</p> <ul style="list-style-type: none"> • Understanding the role of adequate communication in medicine • Introducing students to the method of preparation and presentation of the seminars they will prepare

UNIT 4 (FOURTH WEEK):

**THE INFLUENCE OF PERSONALITY CHARACTERISTICS AND SOCIAL SPECIFICITIES ON COMMUNICATION
COMMUNICATION SKILLS - PROFESSIONAL ASPECTS**

1 hour lectures	seminar 3 hours
<ul style="list-style-type: none"> • Personality types and communication. Communication skills depending on the specifics of the personality. Communication depending on cultural and social specifics. Communication with people with special needs. Professional communication in healthcare. Teamwork. • What a student needs to know: <ul style="list-style-type: none"> • Get to know different personality types • Learn communication approaches depending on personality type • Understand different cultural and social specificities and their impact on communication • Master professional communication skills in healthcare. • Learn communication among healthcare team members • Legal basis of mobbing in business communication 	<ul style="list-style-type: none"> • Practical aspects of communication skills in medicine depending on personality type Practical aspects of professional communication in healthcare • What a student needs to know: <ul style="list-style-type: none"> • They will be introduced to the practical aspects of communication in medicine depending on their personality type. • They will become familiar with the practical aspects of professional communication in healthcare.

UNIT 5 (FIFTH WEEK):

COMMUNICATION SKILLS WITH AN AUDIENCE IN THE NON-HEALTH SECTOR

1 hour lectures	seminar 3 hours
<p>Presentation skills. Public relations. Communication within the institutions of the system and outside the institutions.</p> <p>What a student needs to know:</p> <ul style="list-style-type: none"> • Learn how to prepare a presentation and how to deliver it 	<p>How to prepare a Power Point presentation</p> <p>What a student needs to know:</p> <ul style="list-style-type: none"> • They will learn how to make a Power Point presentation and how to present the prepared content.

- Learn the skill of communicating with media representatives
- Learn methods of written and verbal communication with representatives of system institutions and the non-health sector (court, social institutions, government bodies...)
- Master communication with the audience

UNIT 6 (SIXTH WEEK):

COMMUNICATION SKILLS – PROFESSIONAL ASPECTS

1 hour lectures	seminar 3 hours
<p>The role of communication skills in health and professional relationships. Professional Communication in healthcare. Teamwork. Specifics of communication depending on professional environment and circumstances.</p> <p>What a student needs to know:</p> <ul style="list-style-type: none"> • Mastering professional communication skills in healthcare • Learn how to communicate with members of the healthcare team • The legal basis of mobbing in business communication 	<p>Practical aspects of professional communication in healthcare. Professional communication in different situations.</p> <p>What a student needs to know:</p> <ul style="list-style-type: none"> • become familiar with the practical aspects of professional communication in healthcare • to become familiar with techniques for overcoming difficulties in various professional communication situations.

SECOND MODULE: SPECIAL TYPES OF COMMUNICATION SKILLS

UNIT 7 (SEVENTH WEEK):

COMMUNICATION SKILLS WITH CHILDREN AND ADOLESCENTS

hour lectures	seminar 3 hours
<p>Interview with children and adolescents. Communication with a sick child and adolescent. Basic principles of communication with parents of children and adolescents.</p>	<ul style="list-style-type: none"> • Specifics of communication with adolescents <p>What a student needs to know:</p>

What a student needs to know:

- Learn to adequately relate and communicate with children of different ages
- Learn how to get adequate information about a child's illness
- Master communication skills with adolescents
- Understand the specifics of communication with parents of sick children
- Understand the necessity of adequate communication in preparing children for diagnostic and therapeutic procedures

- They will become familiar with the specificities of adolescence as a period of life in the light of adequate communication.

UNIT 8 (EIGHTH WEEK):

COMMUNICATION IN GERIATRICS

1 hour lectures	seminar 3 hours
Communication with the geriatric population. Communication skills with dementia patients What a student needs to know: <ul style="list-style-type: none">• Learn about the specifics of aging and their impact on communication• Master communication skills with the geriatric population• Understand the specifics of communication with dementia patients	Stigmatization and prejudice in communication in psychiatry What a student needs to know: <ul style="list-style-type: none">• Understand the contribution of inadequate communication to the stigmatization of people with mental disorders• Understand and master specificity communication with people with dementia.

UNIT 9 (NINETH WEEK):

SPECIFICITIES OF COMMUNICATION IN THE CONDITIONS OF COVID -19 PANDEMICS

1 hour lectures	seminar 3 hours
Specifics of communication in conditions COVID- 19 pandemic . Psychological reaction to infectious disease and	Communication skills in the prevention of infectious diseases What a student needs to know:

restrictive measures. Communication with patients with COVID- 19 infection. Communication regarding the prevention of infectious diseases.

What a student needs to know:

- Learn the specifics of communication with people suffering from infectious diseases
- Master most communication with patients suffering from COVID
 - Understand the specifics of communication related to the psychological reaction to the disease
 - Learn how to communicate about prevention of infectious diseases
 - Learn how to communicate during a pandemic

- They will learn how to communicate with individuals, groups and audiences in order to adequately prevent infectious diseases.
- They will learn how to communicate with sub-individuals, groups and audiences in emergency conditions (pandemic)

UNIT 10 (TENTH WEEK):

SPECIFICITIES OF COMMUNICATION IN PHARMACY

1 hour lectures	seminar 3 hours
<p>Preparation for conducting diagnostic and therapeutic procedures. Informed patient consent. The importance of communication in maintaining and improving compliance.</p> <p>What the student needs to know :</p> <ul style="list-style-type: none"> • Learn the importance of adequate communication in preparing patients for implementation diagnostic and therapeutic procedures • Learn about the importance of adequately informing the patient and signing informed consent. • Master the methods of adequate communication in order to maintain and improve compliance 	<p>Communication skills as part of preparation for diagnostic and therapeutic procedures</p> <p>What a student needs to know:</p> <ul style="list-style-type: none"> • Acquire knowledge about the necessity of providing adequate information to the patient as part of preparation for diagnostic therapy

UNIT 1 1 (WEEK ELEVEN):

COMMUNICATION SKILLS WITH PEOPLE WITH MENTAL DISORDERS

1 hour lectures	seminar 3 hours
<p>Interview with patients with mental disorders. Communication with patients suffering from affective disorders. Communication with psychotic patients. Communication with aggressive people.</p> <p>What the student needs to know :</p> <ul style="list-style-type: none">• Learn to communicate adequately with people• with various mental disorders• Learn how to communicate with• aggressive people	<p>Stigmatization and prejudice in communication in psychiatry</p> <p>What a student needs to know:</p> <ul style="list-style-type: none">• Understand the contribution• inadequate communication• stigmatization of people with mental disorders

UNIT 1 2 (WEEK TWELFTH):

SPECIFICITIES OF COMMUNICATION WITH PATIENTS WITH DISEASES WITH AN UNFAVORABLE PROGNOSIS

1 hour lectures	seminar 3 hours
<p>Patient's attitude towards illness and communication skills. Communication with patients with oncological and other diseases with an unfavorable outcome. Communication with a dying patient and his family.</p> <p>What the student needs to know :</p> <ul style="list-style-type: none">• Learn different patient attitudes towards illness	<p>Communication with the patient and his family regarding diseases with an unfavorable prognosis</p> <p>What the student needs to know :</p> <p>They will be introduced to an adequate communication approach to oncological and other patients with an unfavorable prognosis depending on personal and social characteristics.</p>

- Master communication skills in relation to patients' different attitudes towards the disease
- Learn how to communicate with patients with oncological and other diseases with an unfavorable outcome
- Understand the specifics of communication with a dying patient and their family
- Learn how to tell the family that the patient has died

UNIT 13 (THIRTEENTH WEEK):

COMMUNICATION SKILLS WITH PATIENTS IN RELATION TO PARTICIPATION IN CLINICAL RESEARCH (STUDY)

1 hour lectures	seminar 3 hours
<p>Interview with a patient entering a clinical study. Informed consent of the patient. Communication with a treatment collaborator.</p> <p>What the student needs to know :</p> <ul style="list-style-type: none"> • Acquire basic knowledge of the rules of good clinical practice regarding the conduct of clinical research • Learn how to conduct an interview with a patient who is enrolling in a clinical study • Learn about the importance of informed consent and how to inform the patient before signing. • Master the methods of adequate communication with a treatment partner 	<p>The concept and importance of informed consent in specific populations</p> <p>What the student needs to know :</p> <ul style="list-style-type: none"> • They will be introduced to the method of explaining and signing informed consent for specific populations (children, people with mental disorders, oncology patients...)

UNIT 14 (WEEK FOURTEENTH):

HEALTHCARE COMMUNICATION SKILLS IN ACCORDANCE WITH LEADING LEGAL ACTS

1 hour lectures	seminar 3 hours
<p>Mastering communication skills in light of existing legal norms.</p> <p>What a student needs to know:</p>	<p>The importance of adequate communication in medicine</p>

- Acquire knowledge about the necessity of knowing basic legal norms related to communication
- Master communication methods in accordance with legal norms

What a student needs to know:

- Understanding the role of adequate communication in medicine
- Introducing students to the method of preparation and presentation of the seminars they will prepare

UNIT 15 (FIFTEENTH WEEK):

COMMUNICATION SKILLS – REPETITORIUM

1 hour lectures

seminar 3 hours

Mastering the importance of communication skills for the work of healthcare professionals.

Rehearsal room

What a student needs to know:

- Acquire knowledge about the necessity of adequate communication with patients, other healthcare professionals and the non-healthcare sector
- Master communication methods in accordance with the specificities of participants in the healthcare process

What a student needs to know:

They will refresh the knowledge acquired during previous lectures and seminars with special emphasis on the specifics of communication with patients, other healthcare professionals and the non-healthcare sector.