

**2022/2023. ACADEMIC YEAR  
PROGRAM OF STUDY (For students of 1st year)**

<b>Full name of the subject:</b> Kommunikáció és információs hálózatok (elmélet+gyakorlat)							
<b>Program:</b> undivided program (pharmaceutical)							
<b>Schedule:</b> full-time							
<b>Short name of the subject:</b> Communication							
<b>English name of the subject:</b> Communication and Informational Networks (theory+practice)							
<b>German name of the subject:</b> Kommunikations- und Informationsnetze (Vorlesung+Praktikum)							
<b>Neptun code of the subject:</b> GYKMAG120G1A							
<b>Type of registration:</b> <u>obligatory</u> /obligatory elective/elective/criteria requirement							
<b>Responsible department:</b> Institute of Behavioural Sciences of Semmelweis University							
<b>Responsible tutor:</b> Dr. Pilling János				<b>Title, academic degree:</b> PhD, Associate professor			
<b>Contact information:</b> <b>Phone:</b> +36 (1) 2102930/56457 <b>E-Mail:</b> pilling.janos@med.semmelweis-univ.hu							
<b>Further tutors:</b> <ul style="list-style-type: none"> <li>• Zsófia Hídvégi</li> <li>• Karolina Szabó</li> </ul>				<b>Title, academic degree:</b> <ul style="list-style-type: none"> <li>• Psychologist, assigned lecturer</li> <li>• Psychologist, assigned lecturer</li> </ul>			
<b>Classes per week:</b>  1 lecture(s) 1 practice(s)				<b>Credit point(s):</b>  <b>2</b>			
<b>Professional content, intent of acquirement and it's function in order to implement the goals of the program:</b>  Proper communication has an essential role in pharmaceutical practice. The main objectives of the course are the following: <ul style="list-style-type: none"> <li>- to teach basic skills to improve pharmacists' communication techniques of information gathering, active listening and patient education</li> <li>- introduction of pharmaceutical communication with the usage of digital and social media</li> </ul>							
<b>Short description of the subject:</b> The education will be interactive and practical. In the first part of the semester (week 1-7), students will get familiar with the basic concepts of communication, online information sources and the pharmaceutical usage of modern information communication networks and social media. On the practices (week 7-14) basic communicational skills will be improved with a special focus on information delivery, patient education, healthy literacy, active listening, empathy and assertive communication.							
<i>Course data</i>							
Recommen- -ded term	Contact hours (lecture)	Contact hours (practice)	Contact hours (seminar)	Indiv idual lectu res	Total number of contact hours/semes -ter	Normal course offer	Cons ultati ons
2	14	14			28	Autumn semester* <u>Spring semester*</u> Both semesters* (* Please underline)	

*Program of semester*

**Topics of theoretical classes (1.-7. week):**

1. week: Role of communication and empathy in pharmaceutical practice.
2. week: Internet use, excessive internet use, telemedicine
3. week: Information gathering and patient information. Online information seeking. Basics of presenting.
4. week: Modern information networks in the pharmaceutical practice. Social media as the new pathway to infocommunication I.
5. week: Modern information networks in the pharmaceutical practice. Social media as the new pathway to infocommunication II.
6. week: New ways of improving health literacy
7. week: Conflict management and the role of assertive communication.

**Topics of practical classes (8.-14. week):**

8. week: Role of communication in the pharmaceutical practice.
9. week: Verbal and non-verbal communication. Information delivery.
10. week: Verbal and non-verbal techniques of empathy.
11. week: Patient information, information gathering, funnel method and persuasive communication.
12. week: Online human behaviour, mindful social networking. Communication in line with patient's health literacy.
13. Conflict management. Assertive communication.
14. Summary and written exam.

**Schedule of consultations:**

Seminars will ensure the possibility of ongoing consultation with the seminar leader.

*Course requirements*

**Prerequisites:**

GYKEGY113E1A Introduction to Pharmaceutical Studies

**Conditions of attending the classes, amount of acceptable absents, way of presentation of leave, opportunity for makeup:**

The participation at a minimum of 75% of the practices is the prerequisite of the signature. Makeup is possible in other seminar group at the same week.

**The grading method; the conditions for getting the signature; the number, topic(s) and date(s) of the mid-term assessments, (reports, term tests), and the process in which they contribute to the final grade; and the possibility of their retake or their upgrading retake (as provided in §§ 25-28 of the STUDY AND EXAMINATION REGULATIONS):**

Written exam in the 14th week.

Content: Compulsory course literature and material from the lectures and practicals. The written exam can be repeated once orally. If the student does not successfully pass a written exam, or does not have a successful oral repetition of the written exam, the number of does not exceed 25%, he/she may take the course in later semesters with a successfully passed written exam. a successfully passed written exam (without attending the contact hours).

**Number, topics and dates of tests during the semester, opportunities of makeup and improvement of results:**

Written examination at the end of the semester, on the last practice.

**Requirements of signature(as provided for in STUDY AND EXAMINATION REGULATIONS § 29):**

The participation at a minimum of 75% of the practices is the prerequisite of the signature.

Participation in at least 75% of the total number of internships of the course

**Number and type of projects students have to perform independently during the semester and their deadlines:**

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**Type of the semester-end examination:** signature/practical grade/semi-final/final

**Examination requirements:** as published by the education-research department on the MOODLE interface by the start of the academic term. ---

**Form of the semester-end examination:** written\*/oral\*/combined examination/**practical examination/the assessment of completing project work (according to STUDY AND EXAMINATION REGULATIONS 30.§)**\* (*Please underline*)

Written examination.

Below 50%: 1

50%-65%: 2

66%-75%: 3

76%-85%: 4

85%-100%: 5

**The possibility and conditions for offering grades:**

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**Prescribed practices outside of the university:** ---

**List of teaching materials:** (List of textbooks, hand-outs, scripts, etc.)

- Pilling, János: Medical Communication in practice. Medicina, Budapest, 2020.
- Beardsley, RS. – Skrabal, MZ. – Kimberlin, CL: Communication Skills in Pharmacy Practice. Wolters Kluwer. Seventh edition. 2020.

**A list of the basic notes, textbooks, resources and literature that can be used to acquire the knowledge necessary to master the curriculum and to complete the assessments, \*\*\*\* with exact description about which of them is required to acquire which part of the syllabus (e.g. description based on topics)), as well as the main technical and other aids and study aids that can be used:**

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**Necessary equipment:** ---

**The course description was prepared by:** Dr. Mónika Ditta Tóth, Kinga Babonits-Farkas, Dr. Orsolya Szépe