



INTEGRATED ACADEMIC STUDIES OF PHARMACY

FIRST YEAR OF STUDIES

2025/2026

Communication skills and ethics

Subject:

Communication skills and ethics

The course 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 - seminars).

TEACHERS AND ASSOCIATES:

No	Name and surname	Email	Title
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COURSE OBJECTIVES:

Understanding and adopting the principles of certain types of communication (verbal and non-verbal communication), health communication (diagnostic and therapeutic) and complex communication skills (empathy, assertiveness, active listening). Training students to establish quality contact with different users of health services, as well as for teamwork in health and communication with the non-health sector.

Introducing students to the basic ethical principles of pharmaceutical practice, scientific research work in pharmacy, as well as familiarizing them with the legal obligations of pharmacists (code of the pharmaceutical profession).

COURSE OUTCOME:

After completing and passing the exam in the subject Communication Skills and Ethics, students will know and understand the structure, role and importance of applying communication skills and will be able to communicate assertively with different individuals and groups in the medical environment and apply the skills of active listening and empathy; Know the ethical principles of clinical practice and research in pharmacy; Master the skills of clinical/pharmacological work and research while respecting ethical norms and adopting the attitude that respecting ethical norms in pharmacy is a necessary condition for practicing the profession (knowledge of the code of profession).

EVALUATION:

SEMINAR ESSAYS: In this way, the student can earn up to 20 points. Each student receives a topic for a seminar essay in each module that he/she submits in written form. The preparation, content and form of the seminar paper are evaluated. A list of topics for seminar papers will be offered to students in the first term of the course.

EVALUATION OF THE SEMINAR: In this way, the student can earn up to 10 points. Preparedness, manner of presentation, inclusion of others in the discussion are evaluated. The 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, the student can earn up to 70 points.

The final grade is formed as follows:

In order to pass the course, the student must obtain a minimum of 51 points. To pass the course the student must:

1. acquires more than 50% of the points provided for the activity
2. pass the final exam, i.e. have more than 50% correct answers on the final test.

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

FINAL TEST

EVALUATION OF THE FINAL TEST

Test consists of 35 questions

Each question is worth 2 points

LITERATURE:

TEXTBOOK NAME	AUTHORS	PUBLISHER	LIBRARY	READING ROOM
Communication skills	Milutin M. Nenadović	University of Pristina, Faculty of Medicine	yes	yes
Health communication skills	Vladimir Janjić Marina Petrović	Faculty of Medical Sciences, University of Kragujevac	yes	yes
Medical ethics	Марић Ј	Science book, 1996	yes	yes

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

week	type	name of the method unit	teacher
1	L	Introduction to communication skills	prof. dr Vladimir Janjić asst. prof. dr Milan Đorđić
1	S	The importance of adequate communication in medicine	dr Ermin Fetahović dr Viktor Selaković dr Slađana Veselinović
2	L	Verbal and written communication skills	prof. dr Mirjana Jovanović
2	S	Assertiveness and empathy in communication with the patient	dr Ermin Fetahović dr Viktor Selaković asst. dr Sofija Čolović
3	L	Non-verbal communication skills	prof. dr Vladimir Janjić asst. prof. dr Milan Đorđić
3	S	Practical aspects of communication skills in medicine depending on personality type	dr Ermin Fetahović asst. dr Sofija Čolović dr Slađana Veselinović
4	L	The influence of personality characteristics and social specificities on communication Communication skills – professional aspects	asst. prof. dr Branimir Radmanović prof. dr Vladimir Janjić asst. prof. dr Milan Đorđić
4	S	Practical aspects of professional communication in healthcare	dr Slađana Veselinović dr Viktor Selaković asst. dr Sofija Čolović
5	L	Communication skills with audiences and in the non-healthcare sector	asst. prof. dr Branimir Radmanović asst. prof. dr Milan Đorđić
5	S	How to prepare a Power Point presentation	dr Ermin Fetahović dr Viktor Selaković dr Slađana Veselinović
6	L	Specifics of communication in pharmacy	prof. dr Srđan Stefanović
6	S	Stigmatization and prejudice in communication in psychiatry	dr Ermin Fetahović dr Viktor Selaković asst. dr Sofija Čolović
7	L	Communication skills with people with mental disorders Communication in geriatrics	prof. dr Dragana Ignjatović Ristić
7	S	Stigmatization and prejudice in communication with the geriatric population	dr Ermin Fetahović asst. dr Sofija Čolović dr Slađana Veselinović

week	type	name of the method unit	teacher
8	L	Communication skills with patients regarding participation in clinical research (study)	asst. prof. dr Branimir Radmanović prof. dr Vladimir Janjić
8	S	The concept and importance of informed consent in specific populations	dr Slađana Veselinović dr Viktor Selaković asst. dr Sofija Čolović
9	L	Communication skills in healthcare in accordance with leading legal acts	prof. dr Vladimir Janjić asst. prof. dr Valentina Opančina asst. prof. dr Vladimir Šebek
9	S	The importance of adequate communication in medicine	dr Ermin Fetahović dr Viktor Selaković dr Slađana Veselinović
10	L	The concept of ethics. Basic ethical principles. Prerequisites for moral behavior.	prof. dr Dragana Ignjatović Ristić asst. prof. dr Branimir Radmanović asst. prof. dr Milan Đorđić
10	S	Balancing Commercial Interests with Patient Care	dr Ermin Fetahović dr Viktor Selaković asst. dr Sofija Čolović
11	L	Ethical oaths and codes	prof. dr Vladimir Janjić asst. prof. dr Milan Đorđić
11	S	Equity in Access to Essential Medicines	dr Ermin Fetahović asst. dr Sofija Čolović dr Slađana Veselinović
12	L	Principles of respecting patient privacy. Ethics of healthcare professionals in everyday contact with patients. Ethical principles of modern pharmacy	asst. prof. dr Branimir Radmanović asst. prof. dr Milan Đorđić asst. prof. dr Aleksandar Kočović
12	S	Ethical Issues in Clinical Trials and Research Pharmacy	dr Slađana Veselinović dr Viktor Selaković asst. dr Sofija Čolović
13	L	Ethics committees of healthcare institutions: composition, election procedure, work procedure	prof. dr Vladimir Janjić asst. prof. dr Branimir Radmanović asst. prof. dr Aleksandar Kočović
13	S	Confidentiality in the Era of Digital Health Records	dr Ermin Fetahović dr Viktor Selaković dr Slađana Veselinović
14	L	Ethical challenges of animal research, Experiment in medicine, legal responsibility of medical professionals, legal and ethical problems	prof. dr Srđan Stefanović asst. prof. dr Milan Đorđić

week	type	name of the method unit	teacher
14	S	Pharmacist's Role in End-of-Life Care	dr Ermin Fetahović dr Viktor Selaković asst. dr Sofija Čolović
15	L	Ethical aspects and legal regulations of preclinical and clinical drug research. Unethical conduct of researchers in pharmacy	asst. prof. dr Branimir Radmanović prof. dr Srđan Stefanović
15	S	Unethical conduct of researchers in pharmacy	dr Ermin Fetahović dr Viktor Selaković dr Slađana Veselinović
3T	Final test		
II	EXAM		

UNIT 1 (FIRST WEEK):

INTRODUCTION TO COMMUNICATION SKILLS	
lectures 1 hour	seminar 2 hours
Basic principles of communication. History of communication skills. The concept of empathy. Assertiveness. What a student needs to know: • Introduction to the history of communication skills • Understand the basic types of communication • Introduction to the concept and meaning of empathy • Understand the practical importance of applying assertiveness in communication	The importance of adequate communication in medicine What a student needs to know: • Understanding the role of adequate communication in medicine • Introducing students to the method of preparation and presentation of seminars that they will prepare

UNIT 2 (SECOND WEEK):

VERBAL AND WRITTEN COMMUNICATION SKILLS	
lectures 1 hour	seminar 2 hours
Verbal communication skills. How to communicate in writing. What a student needs to know: • Learn how to communicate verbally adequately • Learn the meaning of different voice modulations for communication • Understand the importance of emotional tone • Learn how to adequately verbalize different contents • Learn how to communicate with patients and colleagues in writing	Assertiveness and empathy in communication with the patient What a student needs to know: • They will be introduced to the practical aspects of applying assertiveness and empathy in communication • Practical formulation of a written request

- Learn the form of a formal request

UNIT 3 (THIRD WEEK):

NONVERBAL COMMUNICATION SKILL	
lectures 1 hour	seminar 2 hours
Basic principles of communication. History of communication skills. The concept of empathy. Assertiveness. What a student needs to know: • Introduction to the history of communication skills • Understand the basic types of communication • Introduction to the concept and meaning of empathy • Understand the practical importance of applying assertiveness in communication	The importance of adequate communication in medicine What a student needs to know: • Understanding the role of adequate communication in medicine • Introducing students to the method of preparation and presentation of seminars that they will prepare

UNIT 4 (FOURTH WEEK):

THE INFLUENCE OF PERSONALITY CHARACTERISTICS AND SOCIAL SPECIFICITIES ON COMMUNICATION COMMUNICATION SKILLS - PROFESSIONAL ASPECTS	
lectures 1 hour	seminar 2 hours
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.	Practical aspects of communication skills in medicine depending on personality type Practical aspects of professional communication in healthcare

What a student needs to know:

- Get to know different personality types
- Learn a communication approach depending on the personality type
- Understand different cultural and social specificities and their impact on communication
- Master professional communication skills in healthcare.
- Learn communication among members of the healthcare team
- Legal foundations of mobbing in business communication

What a student needs to know:

- They will become familiar with 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

lectures 1 hour

Presentation skills. Public relations. Communication within the institutions of the system and outside the institutions.

What a student needs to know:

- Learn how to prepare a presentation and how to deliver it
- Become familiar with the skill of communicating with media representatives
- Learn ways 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

seminar 2 hours

How to prepare a Power Point presentation

What a student needs to know:

- They will learn how to make a Power Point presentation and how to present the prepared content.

UNIT 6 (SIXTH WEEK):

SPECIFICITIES OF COMMUNICATION IN PHARMACY

lectures 1 hour

seminar 2 hours

What a student needs to know:

- Skill in recognizing drug interactions, adverse and toxic effects;
- Skill in communicating with colleagues and patients in order to gather necessary information about the patient and symptoms of the disease;

What a student needs to know:

- The skill of choosing therapy based on reliable data on efficacy;
- The skill of providing advice to the patient; the ability to rationally solve practical problems in the pharmaceutical industry.

UNIT 7 (SEVENTH WEEK):

COMMUNICATION SKILLS WITH PEOPLE WITH MENTAL DISORDERS COMMUNICATION IN GERIATRIC	
lectures 1 hour	seminar 2 hours
Communication with the geriatric population. Communication with patients suffering from affective disorders. Communication with psychotic patients. Communication with aggressive individuals. What a student needs to know: • Learn the specifics of aging and their impact on communication • Understand the specifics of communication with dementia patients • Learn adequate communication with people • with various mental disorders • Learn how to communicate with • aggressive people	Stigmatization and prejudice in communication in psychiatry Stigmatization and prejudice in communication with the geriatric population What a student needs to know: • Understand the contribution of inadequate communication to the stigmatization of people with mental disorders • Understand and overcome the specificity • of communication with people with dementia. • Understand the contribution of inadequate communication to the stigmatization of people with mental disorders

UNIT 8 (EIGHTH WEEK):

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

lectures 1 hour	seminar 2 hours
Interview with a patient entering a clinical study. Informed consent of the patient. Communication with a treatment collaborator. What a student needs to know: • 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 participating in a clinical study • Learn the importance of informed consent and how to inform the patient before signing • Master the methods of adequate communication with a treatment collaborator	The concept and importance of informed consent in specific populations What a student needs to know: • They will be introduced to the method of explaining and signing informed consent for specific populations (children, people with mental disorders, oncology patients...)

UNIT 9 (NINETH WEEK):

HEALTHCARE COMMUNICATION SKILLS IN ACCORDANCE WITH LEADING LEGAL ACTS

lectures 1 hour	seminar 2 hours
Mastering communication skills in light of existing legal norms. What a student needs to know: • Acquire knowledge about the necessity of knowing basic legal norms regarding communication • Master communication methods in accordance with legal norms	The importance of adequate communication in medicine What a student needs to know: • Understanding the role of adequate communication in medicine • Introducing students to the method of preparation and presentation of seminars they will prepare

UNIT 10 (TENTH WEEK):

THE CONCEPT OF ETHICS, BASIC ETHICAL PRINCIPLES

lectures 1 hour	seminar 2 hours
What a student needs to know: • The concept of ethics. • Philosophical concepts important for the development of ethics. • Prerequisites for moral behavior. • Basic ethical principles	What a student needs to know: • The concept of ethics. • Philosophical concepts important for the development of ethics. • Prerequisites for moral behavior. • Basic ethical principles

UNIT 11 (ELEVENTH WEEK):

OATHS AND CODES	
lectures 1 hour	seminar 2 hours
What a student needs to know: • Hippocratic Oath. • Oath of Sisterhood. • The concept of code. • Deontology	What a student needs to know: • Hippocratic Oath. • Oath of Sisterhood. • The concept of code. • Deontology

UNIT 12 (WEEK TWELFTH):

PRINCIPLES OF RESPECTING PATIENT PRIVACY. ETHICS OF HEALTH CARE PROFESSIONALS IN DAILY CONTACT WITH PATIENTS. ETHICAL PRINCIPLES OF MODERN PHARMACY

lectures 1 hour	seminar 2 hours
What a student needs to know: • Principles of respecting patient privacy. • Ethics of healthcare professionals in everyday contact with patients. • Ethical principles of modern pharmacy	What a student needs to know: • Principles of respecting patient privacy. • Ethics of healthcare professionals in everyday contact with patients. • Ethical principles of modern pharmacy

UNIT 13 (THIRTEENTH WEEK):

ETHICS COMMITTEES OF HEALTHCARE INSTITUTIONS: COMPOSITION, ELECTION PROCEDURE, WORKING PROCEDURE

lectures 1 hour	seminar 2 hours
What a student needs to know: • Ethics committees of healthcare institutions: composition, election procedure, work procedure • Informed consent • Methods of recruiting patients for clinical studies, patient insurance	What a student needs to know: • Preparation of medical documentation for research. • Selection of patients for participation in medical studies

UNIT 14 (WEEK FOURTEENTH):

ETHICAL CHALLENGES OF ANIMAL RESEARCH, MEDICAL EXPERIMENTATION, LEGAL LIABILITY OF MEDICAL PROFESSIONALS, LEGAL-ETHICAL ISSUES

lectures 1 hour	seminar 2 hours
What a student needs to know:	What a student needs to know:

- Ethical Challenges of Animal Research
- Researchers' Responsibilities in Working with Experimental Animals.
- Avoiding Harm.

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UNIT 15 (FIFTEENTH WEEK):

ETHICAL ASPECTS AND LEGAL REGULATIONS OF PRECLINICAL AND CLINICAL DRUG RESEARCH. UNETHICAL CONDUCT OF RESEARCHERS IN PHARMACY

lectures 1 hour

seminar 2 hours

What a student needs to know:

- Ethical aspects of preclinical drug research.
- Ethical aspects of clinical drug research.
- Legal regulation of preclinical drug research.
- Legal regulation of clinical drug research

What a student needs to know:

- Ethical aspects of preclinical drug research.
- Ethical aspects of clinical drug research.
- Legal regulation of preclinical drug research.
- Legal regulation of clinical drug research