

Course Plan for Bachelor Program - Study Plan Development and Updating Procedures/ Pharmacy Department	QF02/0408-4.0E
---	----------------

Study Plan No.	2021/2022		University Specialization		Bachelor of Pharmacy	
Course No.	0201452		Course Name		Pharmaceutical Communication Skills	
Credit Hours	3		Prerequisite *Co-requisite		Pharmacology (1)	
Course Type	<input type="checkbox"/> Mandatory University Requirement	<input checked="" type="checkbox"/> University Elective Requirement	<input checked="" type="checkbox"/> Faculty Mandatory Requirement	<input checked="" type="checkbox"/> Support course family requirements	<input type="checkbox"/> Mandatory Requirement	<input checked="" type="checkbox"/> Elective Requirement
Teaching Style	<input type="checkbox"/> Full Online Learning		<input checked="" type="checkbox"/> Blended Learning		<input type="checkbox"/> Traditional Learning	
Teaching Model	<input type="checkbox"/> 1 Synchronous: 1 Asynchronous		<input checked="" type="checkbox"/> 1 Face to Face: 1 Asynchronous		<input type="checkbox"/> 2 Traditional	

#### Faculty Member and Study Divisions Information (to be filled in each semester by the subject instructor)

Faculty Member and Study Divisions Information (to be filled in each semester by the subject instructor)					
Name	Academic rank	Office No.	Phone No.	E-mail	
Office Hours (Days/Time)	Sunday, Tuesday, Thursday ()		Monday, Wednesday ()		
Division number	Time	Place	Number of Students	Teaching Style	Approved Model
				Blended Learning	1 Face to Face: 1 Asynchronous

#### Brief Description

The course discusses the communication skills pharmacist must possess during his/her provision of pharmaceutical care to patients as an essential element in building trust between patients and the pharmacy community.

#### Learning Resources

Course Book Information (Title, author, date of issue, publisher ... etc)	Robert S. Beardsley, Carole L. Kimberlin, and William N. Tindall, Communication Skills in Pharmacy Practice: A Practical Guide for Students and Practitioners, Seventh edition, Lippincott Williams and Wilkins, 2019.			
Supportive Learning Resources (Books, databases, periodicals, software, applications, others)				
Supporting Websites	Pharmacy practice websites			
The Physical Environment for Teaching	<input checked="" type="checkbox"/> Classroom	<input type="checkbox"/> Labs	<input checked="" type="checkbox"/> Virtual Educational Platform	<input type="checkbox"/> Others
Necessary Equipment and Software	Moodle Microsoft office			
Supporting People with Special Needs	-			

Course Plan for Bachelor Program - Study Plan Development and Updating Procedures/ Pharmacy Department	QF02/0408-4.0E
---	----------------

For Technical Support	E-Learning & Open Educational Resources Center Email: <a href="mailto:ellearning@zu.edu.jo">ellearning@zu.edu.jo</a> ; Phone: +962 6 429 1511 ext. 425/362
-----------------------	---

### Course learning outcomes (K= Knowledge, S= Skills, C= Competencies)

No.	Course Learning Outcomes	The Associated Program Learning Output Code
<b>Knowledge</b>		
<b>The student should be able to:</b>		
<b>K1</b>	Recognize the basic concepts interpersonal communication between the pharmacist, patient, and other health care providers.	<b>MK3</b>
<b>K2</b>	Identify common barriers to interpersonal communication.	<b>MK3</b>
<b>K3</b>	Distinguish the different methods and strategies needed to help patients in their obtaining and using their medication in safe and effective manner.	<b>MK3</b>
<b>Skills</b>		
<b>The student should be able to:</b>		
<b>S1</b>	Demonstrate how a pharmacist should communicate with patients and other health care providers effectively in order to reduce medication-related errors.	<b>MS2, MS3</b>
<b>S2</b>	Differentiate different common barriers and how to overcome each barrier.	<b>MS3</b>
<b>S3</b>	Induce patient's adherence to reach therapeutic goals and outcomes.	<b>MS3</b>
<b>Competencies</b>		
<b>The student should be able to:</b>		
<b>C1</b>	Present the essentials needed for effective interpersonal communication for achieving pharmaceutical care.	<b>MC1</b>
<b>C2</b>	Educate patients about medication-related health problems and how to reach therapeutic goals and outcomes.	<b>MC2</b>

### Mechanisms for Direct Evaluation of Learning Outcomes

Type of Assessment / Learning Style	Fully Electronic Learning	Blended Learning	Traditional Learning (Theory Learning)	Traditional Learning (Practical Learning)
<b>Midterm Exam</b>	<b>30%</b>	<b>30%</b>	<b>30%</b>	<b>0%</b>
<b>Participation / Practical Applications</b>	<b>0%</b>	<b>0%</b>	<b>20%</b>	<b>50%</b>
<b>Asynchronous Interactive Activities</b>	<b>20%</b>	<b>20%</b>	<b>0%</b>	<b>0%</b>
<b>Final Exam</b>	<b>50%</b>	<b>50%</b>	<b>50%</b>	<b>50%</b>

**Note 1:** Asynchronous interactive activities are activities, tasks, projects, assignments, research, studies, projects, and work within student groups ... etc, which the student carries out on his own, through the virtual platform without a direct encounter with the subject teacher.

Course Plan for Bachelor Program - Study Plan Development and Updating Procedures/ Pharmacy Department	QF02/0408-4.0E
---	----------------

**Note 2:** According to the Regulations of granting Master's degree at Al-Zaytoonah University of Jordan, 40% of final evaluation goes for the final exam, and 60% for the semester work (examinations, reports, research or any scientific activity assigned to the student).

### Schedule of Simultaneous / Face-to-Face Encounters and their Topics

Week	Subject	Learning Style*	Reference ** (Pages in Course Book)
1	Patient-Centered Communication in Pharmacy Practice	Lecture	Chapter 1 1-13
2	Principles and Elements of Interpersonal Communication	Lecture	Chapter 2 15-19
3	Principles and Elements of Interpersonal Communication	Lecture	Chapter 2 19-30
4	Nonverbal Communication	Lecture	Chapter 3 31-41
5	Barriers to Communication	Lecture	Chapter 4 43-53
6	Listening and Empathic Responding	Lecture	Chapter 5 55-72
7	Assertiveness	Lecture	Chapter 6 73-91
8	Assertiveness	Lecture	Chapter 6 73-91
9	Interviewing and Assessment <b>Midterm Exam</b>	Lecture	Chapter 7 93-113
10	Interviewing and Assessment	Lecture	Chapter 7 93-113
11	Helping Patients Manage Therapeutic Regimens	Lecture	Chapter 8 115-141
12	Helping Patients Manage Therapeutic Regimens	Lecture	Chapter 8 115-141
13	Medication Safety and Communication Skills	Lecture	Chapter 9 143-157
14	Medication Safety and Communication Skills	Lecture	Chapter 9 143-157
15	Ethical Behavior When Communicating with Patients	Lecture	Chapter 14 227-249
16	<b>Final Exam</b>	-	

\* Learning styles: Lecture, flipped learning, learning through projects, learning through problem solving, participatory learning ... etc.

\*\* Reference: Pages in a book, database, recorded lecture, content on the e-learning platform, video, website ... etc.

### Schedule of Asynchronous Interactive Activities (in the case of e-learning and blended learning)

Course Plan for Bachelor Program - Study Plan Development and Updating Procedures/ Pharmacy Department	QF02/0408-4.0E
---	----------------

Week	Task / Activity	Reference	Expected Results
1	Interactive content	YouTube link on E-learning platform	Answer questions embedded in the video
2	Interactive content	YouTube link on E-learning platform	Answer questions embedded in the video
3	Case study /Forum	Chapter 2	Discussion of the case will be marked
4	Case study /Forum	Chapter 4	Discussion of the case will be marked
5	<b>Quiz 1</b>	Selected topics	Quiz will be marked out of 10
7	Interactive recorded lecture	Video on E-learning platform from Chapter 6	Answer questions embedded in the video
8	Case study/ forum	Chapter 6	Discussion of the case will be marked
9	<b>Midterm Exam</b>		
10	Interactive recorded lecture	Chapter 7	Answer questions embedded in the video
11	Interactive recorded lecture	Chapter 8	Answer questions embedded in the video
12	Case study/ Forum	Chapter 8	Answer questions embedded in the video
13	<b>Quiz 2</b>	Selected topics	Quiz will be marked out of 10
14	Assignment related to the topic	Website	Assignment will be marked
15	Interactive content	YouTube link on E-learning platform	Answer questions embedded in the video
16	<b>Final Exam</b>	-	