



MAPH7320 Introduction to Pharmaceutical Industry

(Semester 1, 2023-24)

Course Coordinator(s)	Dr. Aviva Chow, Lecturer, Assistant Professor, Department of Pharmacology and Pharmacy (Email: asfchow@hku.hk) Mr. Donald Chong, Honorary Lecturer, Department of Pharmacology and Pharmacy (Email: donald.x.chong@haleon.com)
Course Description	This course is designed to extend the students' overall understanding of the pharmaceutical industry. The content is condensed into individual lectures, covering topics such as the brief history of the pharmaceutical industry in Hong Kong, and the industry drivers and trends. There will also be discussion of the various drug development stages, from pre-clinical through to approval. In a pharmaceutical company, platform functions include quality assurance, quality control, production, regulatory affairs, market access, drug safety (pharmacovigilance), medical affairs, clinical research team, and corporate communications. They all work hand in hand with the sales and marketing colleagues to put products, including the new drugs in the market. Students will be able to get a clear picture of what each team or department does, directly from practitioners in the industry. Students will learn from ample examples, actual cases and discussion of real-life scenarios. This course will cover both the Western and the Chinese medicine aspects though at different depths.
Mode	Pre-recorded and Face-to face Lectures
HKU Credits	3 credits
Assessment	Continuous Assessment (e.g. online MCQ, forum assignments, interview article) 100%
Lecture Date and Time	Saturday afternoon x 3 (Semester 1)
Cost	6560 HKD