

# Postgraduate Certificate Business Plan in Pharma Biotech





## Postgraduate Certificate Business Plan in Pharma Biotech

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/medicine/postgraduate-certificate/business-plan-pharma-biotech](http://www.techtute.com/us/medicine/postgraduate-certificate/business-plan-pharma-biotech)

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# 01

# Introduction

In such a competitive and technologically advanced environment as the pharmaceutical biotechnology field, a robust Business Plan is essential. This allows companies to obtain a clear vision of their goals, identify opportunities and establish a strategy for success. It also helps to define the organization's distinctive valueproposal, highlighting scientific and technological innovation in the generation of new products and therapies. It is therefore crucial for the physician to be at the forefront in the development of this project. In this sense, TECH has developed a 100% online program, which offers students the opportunity to balance their daily responsibilities with their studies, as it is not restricted by pre-established schedules.



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*With TECH, you will become an expert in Pharma Biotech business plans and achieve success in this ever-growing industry"*

A well-developed project allows companies in the sector to have a clear vision of their long-term objectives and goals. It also gives them the ability to identify emerging opportunities in the market and establish an appropriate strategy to take advantage of them.

In the medical field, the Business Plan plays a crucial role in defining an organization's unique value proposition. This involves highlighting scientific and technological innovation in the creation of new products and therapies. For a solid strategy helps companies in this sector to demonstrate their ability to address major medical challenges and provide innovative solutions.

In addition, it is also essential for attracting investors and obtaining the financing needed to carry out the research and development of new drugs and therapies. Investors and potential partners need a clear vision of how resources will be used and what the expected return will be in order to consider the investment.

To achieve this, the healthcare specialist is paramount, as they will be able to combine their clinical expertise with business skills to drive innovation, make strategic decisions and contribute to the development of advanced medical solutions. This positions them as valuable and versatile professionals in the industry.

In this context, TECH has designed the Postgraduate Certificate in Business Plan in Pharma Biotech. This program is presented in a 100% virtual format, which gives students the flexibility of access to a variety of multimedia resources, such as specialized texts and interactive summaries. In addition, the Relearning method will be used, ensuring a unique educational process. In addition, students will be able to access the content at any time and place, only needing a device with Internet access.

This **Postgraduate Certificate in Business Plan in Pharma Biotech** contains the most complete and up-to-date scientific program on the market. The most important features include:

- ◆ The development of practical cases presented by experts in Pharma Biotech
- ◆ The graphic, schematic, and practical content with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ◆ Practical exercises where self-assessment can be used to improve learning
- ◆ Its special emphasis on innovative methodologies
- ◆ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ◆ Content that is accessible from any fixed or portable device with an Internet connection



*You will delve into a business plan and how it will help you set your goals and objectives in the pharmaceutical and biotechnology field"*

“ *You will explore the importance of making a business plan and how it can become your key tool to stand out in the industry”*

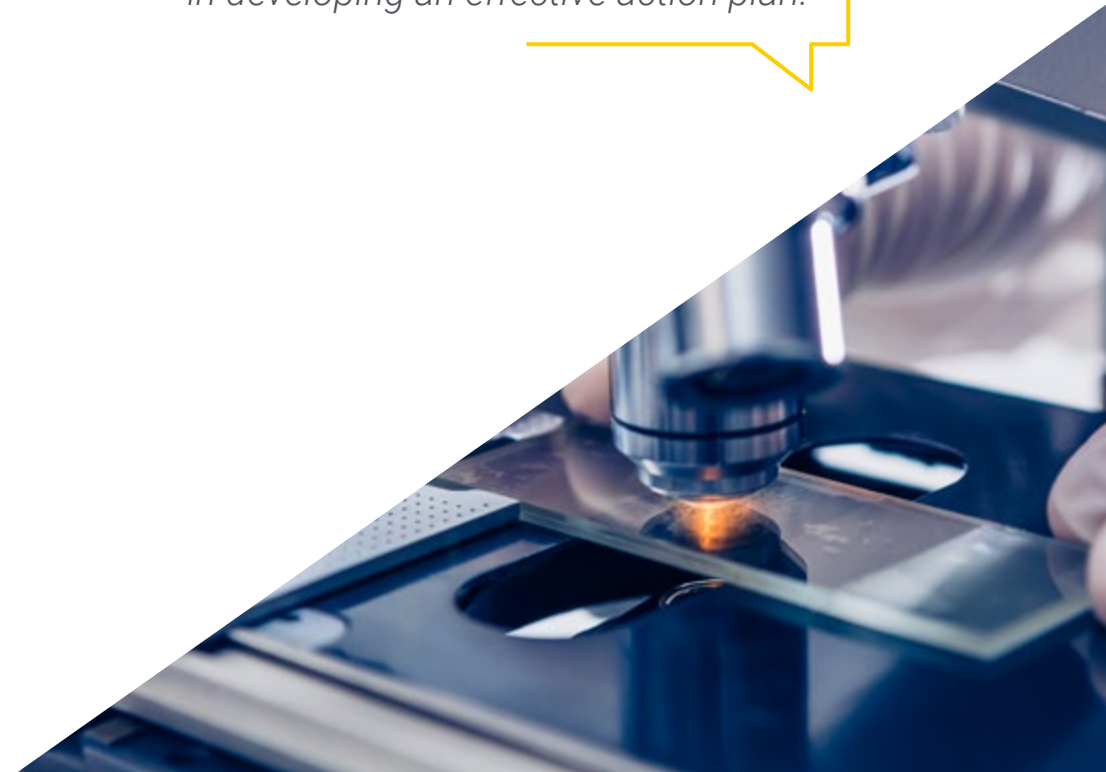
*You will identify the right time to develop a Pharma Biotech business plan and take advantage of market opportunities for your organization.*

*You will gain knowledge of the structure of the pharmaceutical industry and understand the key roles in developing an effective action plan.*

The program's teaching staff includes professionals from the field who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.



# 02 Objectives

The main purpose of this program is to provide the professional with the knowledge and competencies required to develop sound and efficient strategic plans in the field of pharmaceutical biotechnology. In this way, you will acquire a deeper understanding of the market, incorporate innovation and technology into the organization, gain access to financing and manage the company strategically in a highly specialized and regulated environment.





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*You will overcome the current challenges of the pharmaceutical industry and prepare yourself to face them with effective strategies, with this degree that only TECH offers you"*



## General Objectives

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- ◆ Acquire knowledge about the history of strategic management
- ◆ Categorize the different definitions over time
- ◆ Evaluate financial efficiency
- ◆ Optimize working capital management
- ◆ Understand the different types of healthcare systems, such as public, private/private/insurance, and managed health care
- ◆ Assess unmet patient needs and chronicity management
- ◆ Understand what Market Access is and how the need for this function arises in the pharmaceutical industry
- ◆ Know about the structure, organization and functions of the National Health System
- ◆ Delve into the steps to be followed to plan the market access of a new drug
- ◆ Review the points to be analyzed in a phase prior to the development of the access plan to know about the environment and competitors
- ◆ Know about the capabilities and ethics of the Coach
- ◆ Understand the essence of Coaching and its approach to learning
- ◆ Acquire basic knowledge about the fundamental concepts of leadership and its application in the pharmaceutical industry
- ◆ Understand and categorize leadership theories, exploring the leadership process and the different existing styles and models
- ◆ Achieve an effective tool to achieve results
- ◆ Define unique and differentiated value propositions





## Specific Objectives

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- ◆ Achieve an effective tool to achieve results
- ◆ Define unique and differentiated value propositions
- ◆ Provide real solutions for your customers
- ◆ Establish objectives and how to achieve them
- ◆ Obtain all the necessary information to define a plan
- ◆ Achieve sales growth
- ◆ Open new markets
- ◆ Understand how our market works and provide tools to face it
- ◆ Investigate and satisfy customer needs
- ◆ Evaluate competition



*You will delve into the fundamental stages of defining a successful business plan and ensure its alignment with your company's overall strategy"*

03

# Course Management

The program will have a top-notch teaching team, made up of outstanding experts in the fields of the Pharmaceutical Industry, Medicine and Business. These professors, with an innovative academic perspective, have a vast professional background, which will ensure that students will obtain excellent knowledge from outstanding professionals in each of their corresponding areas.



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*You will study in depth the business and marketing plan, and you will take advantage of the available resources by choosing the right strategy for your objectives"*

## Management



### Mr. Cardenal Otero, César

- ◆ Pharmabiomedical Executive at Amgen
- ◆ Author of the book "Personal Brand Communication through Social Networks by Professionals in the Health Sector".
- ◆ Degree in Marketing from Prifysgol Cymru University in Wales.
- ◆ Distinction degree in the course Inspiring Leadership through Emotional Intelligence from Case Western Reserve University.
- ◆ Postgraduate Degree in Management and Health of the Pharmaceutical Industry from the European University
- ◆ Master's Degree in SME Administration from the Polytechnic School of Management
- ◆ Specialization in Social Media Marketing from Northwestern University
- ◆ Postgraduate Diploma in: International Trade and Transport by the University of Cantabria

## Professors

### MR. Ribas Guardiola, Xavi

- ◆ Product Manager at Amgen
- ◆ Pharma and Biotech Pharmacist
- ◆ Product Specialist at Celgene
- ◆ Degree in Pharmacy from the University of Barcelona
- ◆ Postgraduate Degree in Management and Health of the Pharmaceutical Industry from the European University
- ◆ Postgraduate Certificate in Administration, Organization and Management of Health Services at the European University



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*A unique, key, and decisive training experience to boost your professional development”*

# 04

## Structure and Content

The curriculum that makes up this degree will provide students with the tools and knowledge necessary to develop sound and effective business plans. Key aspects of business strategy, marketing, financial analysis and successful implementation will be addressed. Therefore, TECH has developed a 100% online degree to achieve this goal. This provides students with multimedia resources such as specialized readings and interactive summaries that can be accessed anywhere with just an Internet-connected device.





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*You will have at hand specialized readings with which you will develop skills to analyze your customers and build solid relationships, understanding their needs and improving communication”*

## Module 1. The Business Plan in the Territory

- 1.1. The Business Plan.
  - 1.1.1. What is a Business Plan?
  - 1.1.2. Purpose and objectives of a business plan
  - 1.1.3. Why is a Business Plan important?
  - 1.1.4. When to make a business plan
- 1.2. Context of the pharmaceutical industry
  - 1.2.1. Structural situation of the pharmaceutical industry
  - 1.2.2. Key people and departments in the development of an action plan
  - 1.2.3. General Management
    - 1.2.3.1. Sales Management
    - 1.2.3.2. The Marketing Department
    - 1.2.3.3. The Medical Department
    - 1.2.3.4. The Financial Department
    - 1.2.3.5. The Regulatory Department
  - 1.2.4. Current Challenges of the pharmaceutical industry
- 1.3. Stages for defining a business plan
  - 1.3.1. Defining Objectives
  - 1.3.2. Product description: key attributes
  - 1.3.3. What information do I need to make a plan?
  - 1.3.4. Alignment with strategy
  - 1.3.5. Define timings
  - 1.3.6. Define resources
  - 1.3.7. Establish results
- 1.4. Business and marketing plan
  - 1.4.1. Commercial resources to establish a plan
  - 1.4.2. Choice of the plan according to our objective
  - 1.4.3. Marketing strategy: alignment
  - 1.4.4. Marketing resources as leverage
- 1.5. Customer Analysis
  - 1.5.1. Customer Relationship Management
  - 1.5.2. Identifying customer needs
  - 1.5.3. Communication With Client
  - 1.5.4. Conclusions





- 1.6. Competitive Analysis
  - 1.6.1. Market Segmentation
  - 1.6.2. Competitive analysis of your product
  - 1.6.3. Commercial strategies facing the competition
  - 1.6.4. Expansion plans
  - 1.6.5. Defense plans
- 1.7. Economic Analysis of the Business Plan
  - 1.7.1. Estimation of costs and objectives
  - 1.7.2. Investment sources and strategies
  - 1.7.3. Financial Risk Analysis
  - 1.7.4. Assessment of Return of Investment
- 1.8. Implementation and Follow-Up of the Business Plan
  - 1.8.1. Agenda of the Business Plan
  - 1.8.2. Monitoring of the Process and Review Mechanisms according to Evolution
  - 1.8.3. KPIs: Objective Performance Indicators
  - 1.8.4. Conclusions
- 1.9. Final Analysis of the Business Plan
  - 1.9.2. Meeting Deadlines
  - 1.9.3. Analysis of Results
  - 1.9.4. Budget Analysis
- 1.10. Pharma Biotech Marketing Plan
  - 1.10.1. Market Analysis
  - 1.10.2. Competition.
  - 1.10.3. Target Audience
  - 1.10.4. Brand Positioning

05

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.



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*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## At TECH we use the Case Method

What should a professional do in a given situation? Throughout the program, students will face multiple simulated clinical cases, based on real patients, in which they will have to do research, establish hypotheses, and ultimately resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method. Specialists learn better, faster, and more sustainably over time.

*With TECH you will experience a way of learning that is shaking the foundations of traditional universities around the world.*



According to Dr. Gérvas, the clinical case is the annotated presentation of a patient, or group of patients, which becomes a "case", an example or model that illustrates some peculiar clinical component, either because of its teaching power or because of its uniqueness or rarity. It is essential that the case is based on current professional life, trying to recreate the real conditions in the physician's professional practice.

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*Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method”*

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that evaluate real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.



## Relearning Methodology

At TECH we enhance the case method with the best 100% online teaching methodology available: Relearning.

This university is the first in the world to combine the study of clinical cases with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, a real revolution with respect to the mere study and analysis of cases.

*Professionals will learn through real cases and by resolving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning.*





At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

With this methodology, more than 250,000 physicians have been trained with unprecedented success in all clinical specialties regardless of surgical load. Our pedagogical methodology is developed in a highly competitive environment, with a university student body with a strong socioeconomic profile and an average age of 43.5 years old.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

The overall score obtained by TECH's learning system is 8.01, according to the highest international standards.



This program offers the best educational material, prepared with professionals in mind:



#### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



#### Surgical Techniques and Procedures on Video

TECH introduces students to the latest techniques, the latest educational advances and to the forefront of current medical techniques. All of this in direct contact with students and explained in detail so as to aid their assimilation and understanding. And best of all, you can watch the videos as many times as you like.



#### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



#### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





#### Expert-Led Case Studies and Case Analysis

Effective learning ought to be contextual. Therefore, TECH presents real cases in which the expert will guide students, focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.



#### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



#### Classes

There is scientific evidence on the usefulness of learning by observing experts. The system known as Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



#### Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help students progress in their learning.



# 06 Certificate

The Postgraduate Certificate in Business Plan in Pharma Biotech guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.





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*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This program will allow you to obtain your **Postgraduate Certificate in Business Plan in Pharma Biotech** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra (*official bulletin*). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Business Plan in Pharma Biotech**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**





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