

# Postgraduate Certificate

## Integral Coaching in Pharma Biotech





## Postgraduate Certificate Integral Coaching in Pharma Biotech

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/pk/medicine/postgraduate-certificate/integral-coaching-pharma-biotech](http://www.techtitute.com/pk/medicine/postgraduate-certificate/integral-coaching-pharma-biotech)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Course Management

---

*p. 12*

04

Structure and Content

---

*p. 16*

05

Methodology

---

*p. 20*

06

Certificate

---

*p. 28*

# 01

# Introduction

Integral Coaching in Pharma Biotech is based on the premise that personal development and professional achievement are closely linked. By enhancing individual skills and promoting a healthy balance between work and personal life, we seek to achieve a high level of performance and satisfaction, both at a personal and organizational level. It is in this context that the figure of the physician acquires relevance, given the constant demand in the biotech field for specialists who inspire and stimulate the work and personal growth of their team. 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 develop your abilities as a coach and their application to work teams in the medical field"*

Integral Coaching is based on the premise that each individual is unique and has an inner potential that can be harnessed and enhanced through a process of accompaniment and training. In the medical field, this approach becomes especially relevant due to the constant evolution and advances in pharmacology and biotechnology, which require professionals to be up-to-date and develop specific skills.

A crucial aspect of this discipline is its focus on the development of both technical skills and personal competencies. In this case, specialists in the healthcare field must not only master scientific and technical knowledge, but also possess effective communication, leadership, problem-solving and ethical decision-making skills. In addition, it helps specialists identify and strengthen these skills, enabling them to meet the challenges of the medical field more effectively.

Another highlight of this discipline is its focus on wellness and personal balance. Working in the medical field can be demanding and stressful, and experts often face emotionally challenging situations. Integrative coaching provides tools and techniques to manage stress, foster resilience, and maintain a healthy work-life balance. This is especially important for healthcare professionals, as their own emotional and physical well-being directly affects their ability to provide quality patient care.

With the intention of meeting this need within the healthcare sector, this Postgraduate Certificate will be presented in a 100% online format. In this way, students will benefit from having access to a variety of multimedia resources, such as specialized texts and interactive summaries in a virtual library. In addition, the Relearning method will be used, ensuring a unique and efficient educational process. Likewise, students will be able to access the content at any time, from any device with Internet access.

This **Postgraduate Certificate in Integral Coaching 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, provides 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 enhance your professional and personal growth in the pharmaceutical and biotechnology sector with this 100% online degree"*

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*You will delve into the "Wheel of Professional Life" tool to understand the current situation of people and achieve work and personal goals as a team"*

*You will explore different models and schools of coaching to broaden your knowledge and apply it to your clinical practice.*

*You will delve into coaches-clients and help to overcome problems in professional teams in the Pharma Biotech industry.*

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.

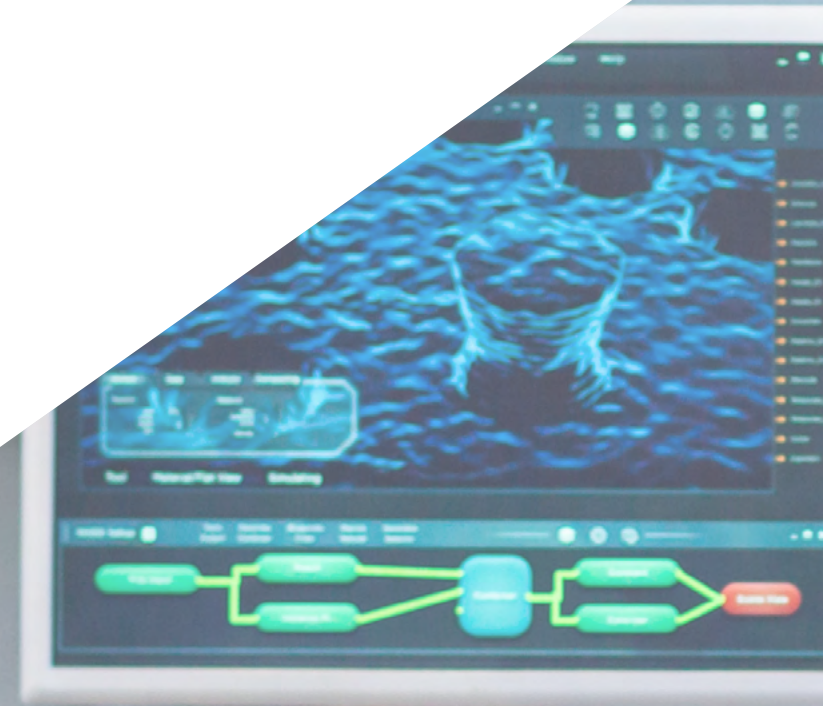
The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

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 purpose of this program is to provide medical experts with indispensable resources to be constantly updated and to provide comprehensive and adapted support to the people who work in this industry. In this way, it will promote their personal and professional development, contributing to the achievement and welfare at both individual and organizational level.





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*You will identify your goals, vision and objectives as an individual professional or team coordinator in the medical field, applying the GROW model"*



## 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
- ♦ Understanding 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 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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- ◆ Knowing the capabilities and ethics of the Coach
- ◆ Understand the essence of Coaching and its approach to learning
- ◆ Know the contributions of North American, Humanistic-European and Ontological Coaching
- ◆ Evaluate the client's present situation, breakdowns and objectives
- ◆ Use tools such as "The Wheel of Professional Life" to know the current situation
- ◆ Define goals, vision and objectives at both individual and team level
- ◆ Explore models such as GROW, SMART methodology and the Merlin Method
- ◆ Use examples such as the Mandala to visualize the team's ideal situation
- ◆ Understand mental models and their importance in healthy teams
- ◆ Observe, distinguish and analyze beliefs, judgments, facts and opinions



*In only 150 hours, you will discover the power of mental models and learn to observe and distinguish in the Integral Coaching process"*

03

# Course Management

This academic program stands out for having a world-class faculty that teaches from an innovative academic perspective. The professors are renowned experts in the fields of Pharmaceutical Industry, Medicine and Business, and have extensive work experience. This will ensure that the students will acquire an update of excellence by experts in these fields.





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*You will have the best content with which you will master the language of Coaching and develop listening, silence and speaking skills"*

## 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. Cobo Sainz, Manuel

- ◆ Key Account Manager at Bayer
- ◆ KAM Champions at Bayer
- ◆ Degree in Business Administration from the Cesine University Center attached to the University of Wales
- ◆ Coaching Expert Course by ECOI
- ◆ Executive MBA from Cesine
- ◆ Master's Degree in Marketing and Commercial Management by ESIC



# 04

## Structure and Content

To strengthen skills in communication, emotional management, confidence building and responsible commitment, the Integral Coaching in Pharma Biotech Diploma is presented, which focuses on training for leadership and communication. The objective is to improve the necessary skills to perform effectively in the pharmaceutical and biotechnology industry. In this sense, TECH has developed a 100% online program, which will facilitate the student's accessibility, since it can be accessed 24 hours a day from any device with internet connection.





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*You will delve into emotional intelligence and legitimize your emotions and those of others in the medical field"*

## Module 1. Integral Coaching in Pharma Biotech

- 1.1. Basics of Coaching in Pharma Biotech
  - 1.1.1. Coaching skills and ethics
  - 1.1.2. The essence of Coaching
  - 1.1.3. Learning to Learn
  - 1.1.4. Recommended film: Pacific Warrior
- 1.2. The Coaching Process - Schools and Models
  - 1.2.1. North American Coaching Contributions
  - 1.2.2. Contributions of Humanistic-European Coaching
  - 1.2.3. Ontological American Coaching Contributions
  - 1.2.4. Conclusions
- 1.3. The Coachee-Client
  - 1.3.1. Present - Breakdown - Objectives
  - 1.3.2. How to know the situation of each person in a professional team and therefore be able to overcome problems in order to achieve the objectives
  - 1.3.3. To know the current situation through the tool "THE WAY OF PROFESSIONAL LIFE"
  - 1.3.4. Conclusions
- 1.4. Ideal Situation
  - 1.4.1. Where I am going
  - 1.4.2. Identify goal, vision and clarification of objectives. Both as an individual professional and as a team coordinator
  - 1.4.3. Grow Model
  - 1.4.4. Example: Where you want to have each member of your team through a Mandala
- 1.5. The Technique Our Mind
  - 1.5.1. Mental Models
  - 1.5.2. Observe, Distinguish
  - 1.5.3. Beliefs, Judgments
  - 1.5.4. Facts and Opinions
- 1.6. The Technique Language
  - 1.6.1. Basic postulates of the ontology of language according to Rafael Echevarría
  - 1.6.2. Competence of Listening, Silence and Speech
  - 1.6.3. Recommended books
  - 1.6.4. Rafael Echevarría. Ontology of Language
  - 1.6.5. Leonardo Wolk. The Art of Blowing Embers





- 1.7. Techniques Emotion
  - 1.7.1. Management and Emotional Intelligence
  - 1.7.2. Legitimize emotion to manage it from the linguistic dimensions
  - 1.7.3. Emotional
  - 1.7.4. Conclusions
- 1.8. Technique - Corporeality
  - 1.8.1. Who am I from my body?
  - 1.8.2. Posture and movement
  - 1.8.3. Trends that support or block conversations with the body
  - 1.8.4. Conclusions
- 1.9. Powerful questions. How to use questions to help each member of your team find their best version of themselves
  - 1.9.1. To determine our client's profile and design an action plan
  - 1.9.2. Coaching questions to reconnect
  - 1.9.3. Coaching questions to change perspective
  - 1.9.4. Coaching questions for awareness
  - 1.9.5. Coaching questions to create action
  - 1.9.6. Coaching for goal setting questions
  - 1.9.7. Coaching questions to design an action plan
  - 1.9.8. Coaching questions for the client to find their own solutions
- 1.10. The Action
  - 1.10.1. Phases of the Action Plan
  - 1.10.2. accompanying
  - 1.10.3. Monitoring
  - 1.10.4. Commitment
  - 1.10.5. How to elaborate an action plan with each delegate of your team



*With the Relearning method, you will avoid spending long hours studying and will be able to focus on the most important concepts in an efficient way"*

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 Integral Coaching in Pharma Biotech guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



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

This **Postgraduate Certificate in Integral Coaching in Pharma Biotech** contains the most complete and up-to-date scientific program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Integral Coaching in Pharma Biotech**

Official N° of Hours: **150 h.**





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