

Postgraduate Diploma

Pharma Biotech Business Management



Postgraduate Diploma Pharma Biotech Business Management

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 18 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/medicine/postgraduate-diploma/postgraduate-diploma-pharma-biotech-business-management

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01

Introduction

Managing a company in the biopharmaceutical industry requires a high level of skills not only in health, but also in corporate planning and resource management. Therefore, it is necessary to have the knowledge to choose the best competitive strategies and effectively control the financial operations of the company, in order to develop successful projects. For this reason, TECH has designed this program, which will provide cutting-edge concepts of strategic management, creation of business plans or budget management to doctors interested in leading organizations in this sector. All this, 100% online and without the obligation to limit their study to pre-established schedules.



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*Thanks to this Postgraduate Diploma,
you will develop effective strategies
for the market entry of new products
in the pharmaceutical industry"*

Efficient management of Pharma Biotech companies involves making decisions such as the choice of customer niche, market entry strategies or the amount of the budget allocated to the development of a project. The profitability of the company and the adequate distribution of the products to the consumers depend on this work. Therefore, the physician who is interested in managing biopharmaceutical organizations must be familiar with the most avant-garde business management strategies.

In view of this situation, TECH has decided to create this Postgraduate Diploma, through which the specialist will obtain updated knowledge in the field of Pharma Biotech Business Management in only 6 months. Through this academic experience, the specialist will delve into the protocols to undertake the internationalization process in this type of companies or will investigate the techniques to minimize the risks associated with the projects. Likewise, you will identify cutting-edge strategies to develop a business plan in the biopharmaceutical organization.

Thanks to this program's revolutionary 100% online methodology, students will be able to manage their own time in order to update their knowledge effectively. They will also receive a set of educational resources in innovative formats such as video, interactive summary or simulation of real situations. In this way, they will select the study materials that best suit their academic needs.

This **Postgraduate Diploma in Pharma Biotech Business Management** 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



Through this course, you will learn state-of-the-art analytical techniques to conduct market research and understand consumer needs"

Learn about the procedures to develop a business plan in the biopharmaceutical company.

“ *A study plan tailored to your needs and designed under the most effective pedagogical methodology, Relearning”*

Do you want to keep up to date in Pharma Biotech Business Management 100% online and without timetables? This program is for you!

The program's teaching staff includes professionals from the sector who contribute their work experience to this program, in addition to renowned specialists from leading societies and prestigious universities.

Its 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 an immersive education programmed to learn in real situations.

The design of this program focuses on Problem-Based Learning, by means of which the professional must try to solve the different professional practice situations that are presented throughout the academic course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.



02 Objectives

The objective of this course is to provide physicians with an update of their knowledge to excel in the field of business management for the pharmaceutical and biotechnology industry. In this way, they will be prepared to assume vital functions in strategic areas, occupying relevant positions and leading companies towards success in their projects.



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You will delve into the ways to strategically lead your pharmaceutical company and foster innovation at all levels of the organization”



General Objectives

- ◆ 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 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
- ◆ Knowing 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

Module 1. Strategic Management in the Pharmaceutical and Biotechnology Industry

- ♦ Acquire knowledge about the history of strategic management
- ♦ Categorize the different definitions over time
- ♦ Delve into the levels of strategic management
- ♦ Understand the 6 types of value generation in the company, using examples from the industry
- ♦ Evaluate performance in the company
- ♦ Analyze the VUCA Environment
- ♦ Apply PESTEL analysis and Porter's 5 Forces analysis
- ♦ SWOT Analysis
- ♦ Perform an analysis of the Value Chain
- ♦ Analyze the company's resources and competencies

Module 2. Control, Finance and Operation

- ♦ Evaluate financial efficiency
- ♦ Optimize working capital management
- ♦ Analyze and managing the financial risks
- ♦ Improve planning and budgeting
- ♦ Optimize The Supply Chain
- ♦ Ensure regulatory compliance

Module 3. The Business Plan in the Territory

- ♦ Achieve an effective tool to achieve results
- ♦ Define unique and differentiated value propositions
- ♦ Provide real solutions to 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



In just 6 months, you will efficiently manage your product portfolio to maximize profitability and meet market demands"

03

Course Management

TECH has selected an exceptional teaching staff for this program. This will ensure that students will have access to classes taught by recognized experts with extensive experience in the fields of Medicine, Pharmacy and business development. In this way, physicians will obtain a high-level qualification that will position them at the forefront of their profession.



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*TECH has selected the best specialists
in Pharmacy and Medicine to direct
and teach this course”*

Management



D. 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

D. 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
- ♦ University Course in Administration, Organization and Management of Health Services at the European University



04

Structure and Content

With this Postgraduate Diploma, the physician will have the opportunity to perfect their knowledge of project profitability analysis, the development of business plans or budget management in the biopharmaceutical industry. In addition, its 100% online approach will allow you to study whenever and wherever you want, from any electronic device with an Internet connection, in order to optimize your teaching.



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*Be able to optimize the performance of
Pharma Biotech companies operations
through this qualification"*

Module 1. Strategic Management in the Pharmaceutical and Biotechnology Industry

- 1.1. Go-to-Market Strategies
 - 1.1.1. Market Research
 - 1.1.2. Strategic partners
 - 1.1.3. Most used strategies
 - 1.1.4. Monitoring and adaptation
- 1.2. Strategic Management in the Pharmaceutical Enterprise
 - 1.2.1. Management Levels
 - 1.2.2. Innovation
 - 1.2.3. Portfolio
 - 1.2.4. Acquisition
- 1.3. Creating Corporate Value
 - 1.3.1. 6 Types of generating of Value in the Company
 - 1.3.2. Performance in the Company
 - 1.3.3. Ejemplos del sector
 - 1.3.4. Conclusions
- 1.4. The Pharmaceutical and Biotechnology Business Environment
 - 1.4.1. VUCA Environment
 - 1.4.2. SWOT Analysis
 - 1.4.3. M. Porter's 5 Forces Analysis
 - 1.4.4. SWOT Analysis
- 1.5. Internal Analysis
 - 1.5.1. Analysis of the Value Chain
 - 1.5.2. Analysis of Skills and Resources
 - 1.5.3. VRIO Analysis
 - 1.5.4. Conclusions
- 1.6. Strategic Business Unit Strategies
 - 1.6.1. Strategic Business Unit Strategies
 - 1.6.2. The Competitive Advantage
 - 1.6.3. Types of Strategies According to their Competitive Advantage
 - 1.6.4. Conclusions





- 1.7. Corporate Strategy and Diversification
 - 1.7.1. Corporate Strategy
 - 1.7.2. Business Portfolio Strategy
 - 1.7.3. Growth Strategies
 - 1.7.4. Most used strategies
- 1.8. Internationalization Strategies
 - 1.8.1. International Strategy of a Company
 - 1.8.2. The Globalization of the Economy
 - 1.8.3. Risks from Internationalization
 - 1.8.4. Benefits of internalization
- 1.9. Strategic Alliances, Takeovers and Mergers
 - 1.9.1. External vs. Internal Growth Strategy
 - 1.9.2. Partnerships in the Pharmaceutical Industry
 - 1.9.3. Mergers in the Sector
 - 1.9.4. Sector acquisitions
- 1.10. Ethics and Corporate Social Responsibility
 - 1.10.1. Business Ethics
 - 1.10.2. Environmental Sustainability
 - 1.10.3. Social Responsibility
 - 1.10.4. Sustainable Economy

Module 2. Control, Finance and Operation

- 2.1. Cost Management
 - 2.1.1. Production Costs Control
 - 2.1.2. Optimizing production costs
 - 2.1.3. Marketing
 - 2.1.4. Distribution
- 2.2. Product profitability analysis
 - 2.2.1. Quantitative Analysis
 - 2.2.2. Qualitative Analysis
 - 2.2.3. Profitability Assessment
 - 2.2.4. Conclusions

- 2.3. Supply Chain Management
 - 2.3.1. Supply Chain Assessment
 - 2.3.2. Control of the Supply Chain
 - 2.3.3. Production
 - 2.3.4. Logistics
- 2.4. Inventory Management
 - 2.4.1. Inventory control
 - 2.4.2. Inventory optimization
 - 2.4.3. Inventory analysis
 - 2.4.4. Conclusions
- 2.5. Quality Control
 - 2.5.1. Quality Systems
 - 2.5.2. Security/Safety
 - 2.5.3. Efficacy
 - 2.5.4. Efficiency
- 2.6. Risk Management
 - 2.6.1. Identification
 - 2.6.2. Risk Assessment
 - 2.6.3. Risk Management
 - 2.6.4. Operational and regulatory issues associated with the pharmaceutical and biotechnology industry
- 2.7. Inversions Investment analysis
 - 2.7.1. Assessment of financial viability
 - 2.7.2. Strategy of the Investment Projects
 - 2.7.3. Development of New Products
 - 2.7.4. Expansion to new markets
- 2.8. Control of research and development expenses
 - 2.8.1. Expense tracking
 - 2.8.2. Expense Control
 - 2.8.3. Analysis of Expenses
 - 2.8.4. Conclusions

- 2.9. Intellectual Property Management
 - 2.9.1. Assessment of Market Trends
 - 2.9.2. The Competition
 - 2.9.3. The Demand for Products
 - 2.9.4. Pricing Strategies
- 2.10. Project Management
 - 2.10.1. Education
 - 2.10.2. Monitoring
 - 2.10.3. Strategic Projects Management
 - 2.10.4. Operative Projects Management

Module 3. The Business Plan in the Territory

- 3.1. The Business Plan
 - 3.1.1. What is a Business Plan?
 - 3.1.2. Purpose and objectives of a business plan
 - 3.1.3. Why is a Business Plan important?
 - 3.1.4. When to make a business plan
- 3.2. Context of the pharmaceutical industry
 - 3.2.1. Structural situation of the pharmaceutical industry
 - 3.2.2. Key people and departments in the development of an action plan
 - 3.2.3. General Management
 - 3.2.3.1. Sales Management
 - 3.2.3.2. The Marketing Department
 - 3.2.3.3. Medical Department
 - 3.2.3.4. The Financial Department
 - 3.2.3.5. The Regulatory Department
 - 3.2.4. Current Challenges of the pharmaceutical industry

- 3.3. Stages for defining a business plan
 - 3.3.1. Defining Objectives
 - 3.3.2. Product description: key attributes
 - 3.3.3. What information do I need to make a plan?
 - 3.3.4. Alignment with strategy
 - 3.3.5. Define timings
 - 3.3.6. Define resources
 - 3.3.7. Establish results
- 3.4. Business and marketing plan
 - 3.4.1. Commercial resources to establish a plan
 - 3.4.2. Choice of the plan according to our objective
 - 3.4.3. Marketing strategy: alignment
 - 3.4.4. Marketing resources as leverage
- 3.5. Customer Analysis
 - 3.5.1. Customer Relationship Management
 - 3.5.2. Identifying customer needs
 - 3.5.3. Communication With Client
 - 3.5.4. Conclusions
- 3.6. Competitive Analysis
 - 3.6.1. Market Segmentation
 - 3.6.2. Competitive analysis of your product
 - 3.6.3. Commercial strategies facing the competition
 - 3.6.4. Expansion plans
 - 3.6.5. Defense plans
- 3.7. Economic Analysis of the Business Plan
 - 3.7.1. Estimation of costs and objectives
 - 3.7.2. Investment sources and strategies
 - 3.7.3. Financial Risk Analysis
 - 3.7.4. Assessment of Return of Investment
- 3.8. Implementation and Follow-Up of the Business Plan
 - 3.8.1. Agenda of the Business Plan
 - 3.8.2. Process monitoring and review mechanisms according to evolution
 - 3.8.3. KPI: objective performance indicators
 - 3.8.4. Conclusions

- 3.9. Final Analysis of the Business Plan
 - 3.9.1. Meeting deadlines
 - 3.9.2. Analysis of Results
 - 3.9.3. Budget analysis
- 3.10. Pharma biotech marketing plan
 - 3.10.1. Market Analysis
 - 3.10.2. Competition
 - 3.10.3. Target Audience
 - 3.10.4. Brand Positioning



*Obtain the most updated
knowledge on Pharma Biotech
Business Management through
this Postgraduate Diploma"*

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. Gervas, 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 Diploma in Pharma Biotech Business Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma 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 Diploma in Pharma Biotech Business Management** 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 Diploma in Pharma Biotech Business Management**

Modality: **online**

Duration: **6 months**

Accreditation: **18 ECTS**





Postgraduate Diploma

Pharma Biotech

Business Management

- » Modality: online
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Postgraduate Diploma

Pharma Biotech
Business Management