Postgraduate Diploma
Team Management in Pharma Biotech

tech technological university

Postgraduate Diploma
Team Management
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/us/medicine/postgraduate-diploma/postgraduate-diploma-team-management-pharma-biotech**

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01
Introduction

In a highly specialized field such as biopharmaceuticals, team management plays a crucial role in ensuring project success and resource efficiency. In this context, several responsibilities are assumed, such as the adequate recruitment of highly trained and specialized professionals in areas such as research, development, production or supervision of product quality. Therefore, the physician interested in managing work groups in the Pharma Biotech industry must have the most advanced skills in leadership, coaching or organizational control. In order for the specialist to acquire cutting-edge knowledge in these areas, TECH has created this 100% online program, which will allow you to study without leaving your own home.

"Thanks to this Postgraduate Diploma, you will delve into the most effective methods to apply integral coaching to your work team"

In a highly regulated and complex environment such as the pharmaceutical and biotechnology industry, team management is essential to ensure compliance with regulations and quality standards, as well as to maximize productivity and minimize the risks associated with research and product development. These are composed of professionals with diverse profiles, and effective management of their roles and responsibilities is crucial to ensure efficient collaboration among them and to achieve business objectives. Therefore, the physician who wishes to successfully manage such workgroups must have extensive organizational and leadership skills.

For this reason, TECH has created this certification, through which the specialist will obtain the keys to undertake effective team management in the Pharma Biotech industry. Throughout this academic period, you will learn advanced assertive leadership techniques and strategies for negotiation and conflict management within the company. Likewise, you will delve into coaching methods that contribute to promoting motivation among workers.

This qualification is presented in a 100% online format, which will make it easier for the professional to carry out his daily activities and learning activities, since he will not be subject to a pre-established schedule. Additionally, the program incorporates Relearning to its learning methodology, which will allow you to go deeper into the key aspects of the syllabus at your own pace in order to perfect your teaching process.

This **Postgraduate Diploma in Team Management 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 learn, through this course, the general structures of medical departments in different companies"

You will enjoy the most up-to-date academic content on the educational scene, available in innovative multimedia formats to optimize your study"

Upgrade at your own pace of study thanks to the revolutionary Relearning system that only TECH offers.

You will delve into the team management, communication and negotiation skills that are indispensable within the organization.

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 main objective of this course is to provide the physician with the necessary knowledge and resources in a constantly evolving sector, such as the biopharmaceutical field.
In this context, the student will identify the best strategies to lead, coordinate and maximize the performance of working groups in this industry, ensuring the success of projects and compliance with quality standards and regulations.

> *Position yourself at the forefront of Pharma Biotech Team Management in only 6 months of study"*

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
- 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 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

Module 1. Integral Coaching in Pharma Biotech

- Know about the capabilities and ethics of the Coach
- Understand the essence of Coaching and its approach to learning
- Know about 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

Module 2. The Medical Department

- Understand the role and objective of the medical department
- Analyze the general structure of the medical department and its staff
- Explore the main activities of the medical department
- Collaborate with other areas of the company
- Explore current challenges and trends
- Understand the purpose of clinical trials
- Analyze the types of clinical trials
- Explore in the phases of clinical trials
- Define the focus of each phase
- Plan and design clinical trials
- Know about the ethical and regulatory aspects of clinical trials
- Delve into sample and sample size selection

- Collect and analyze data
- Define roles and responsibilities of the different participants in clinical trials
- Explore randomization and types of blinding
- Analyze data and interpret results
- Design protocols
- Develop an Informed Consent and Patient Information Sheet
- Understand the purpose of monitoring in clinical trials
- Define the responsibilities and roles of the clinical trial monitor

Module 3. Team Leadership in Pharma

- 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
- Delve into the development of leadership skills necessary to efficiently manage teams
- Learn organizational and time management strategies to optimize team productivity
- Learn how to plan and set clear and measurable objectives for the team, and evaluate their performance effectively
- Delve into team management skills, including motivation, effective communication, and conflict resolution
- Develop decision-making skills based on the evaluation of options and consideration of different factors
- Learn negotiation strategies and techniques for managing conflict within the team
- Understand the importance of personal and professional development of team members, and its impact on the overall success of the project
- Apply the knowledge acquired to work towards achieving a common goal through the development of a specific project

03
Course Management

In order to offer a quality education, TECH has carefully selected a distinguished team of teachers to be part of this degree program. This will guarantee students access to classes taught by recognized experts in the field of biopharmaceuticals and business. In this way, physicians can be assured of obtaining a degree of excellence that will support them in their professional growth.

Get up to date in Pharma Biotech Team Management with the best experts in the field"

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

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

Ms. Pascual Alfonso, Eva
- Senior Medical Advisor at AMGEN
- Degree in Pharmacy from the Complutense University of Madrid
- Specialization in Methodology and Management of Clinical Trials and Drug Registration by the Spanish Association of Pharmaceutical Industry Pharmacists (AEFI)
- MBA in Management and Direction of the Pharmaceutical Industry from the University of Alcalá de Henares

D. Junco Burgos, Eduardo
- Therapeutic Area Director at AMGEN
- Service Manager for GRUPO CLECE (TALHER)
- Product Specialist at Celgene
- Product Specialist at Amgen
- Key Account Manager at Shionogi
- Agricultural Engineer graduated from the Polytechnic University of Madrid

04
Structure and Content

This course offers a syllabus that covers a variety of topics relevant to the Pharma Biotech industry, delving into aspects such as integral coaching, organizational management or conflict resolution among workers, all through innovative multimedia materials such as explanatory video or interactive summary, which will be available in a 100% online virtual library to promote a study adapted to the personal circumstances of the student.

" *You will have interactive summaries and a whole series of multimedia resources at your fingertips, with which you will be updated in the practices of integral coaching in Pharma Biotech"*

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

Module 2. The Medical Department

Module 3. Team Leadership in Pharma

3.1. Leadership
  3.1.1. Introduction to leadership
  3.1.2. Power and Influence
  3.1.3. What is Leadership?
  3.1.4. Conclusions
3.2. Leadership Theory
  3.2.1. Leadership Process
  3.2.2. Leadership Styles
  3.2.3. Leadership Models
  3.2.4. Evolution
3.3. Leadership Skills
  3.3.1. Communication
  3.3.2. Commitment
  3.3.3. Motivation
  3.3.4. Decision Making
3.4. Group Management
  3.4.1. Organization
  3.4.2. Time Management
  3.4.3. Planning and objectives
  3.4.4. Equipment Assessment
3.5. Skills for Team Management
  3.5.1. Goals
  3.5.2. Objectives
  3.5.3. Time management
  3.5.4. Problem management
3.6. Decision Making
  3.6.1. Process
  3.6.2. Team Decision-Making
  3.6.3. Strategic Decisions
  3.6.4. Ethical decisions

3.7. Communication, part of success
  3.7.1. External Communication
  3.7.2. Internal Communication
  3.7.3. Crisis Communication
  3.7.4. Intercultural Communication
3.8. Negotiation and Conflict Management
  3.8.1. Communication Strategies
  3.8.2. Skills
  3.8.3. Conflict Management
  3.8.4. Team negotiation
3.9. People Development
  3.9.1. Equipment
  3.9.2. Motivation
  3.9.3. Visibility
  3.9.4. Conclusions
3.10. Common Objective, Project Development
  3.10.1. Common objective, which is
  3.10.2. Multidisciplinary teams
  3.10.3. Building alliances
  3.10.4. Most used strategies

Through the 100% online modality offered by this updating program, study from the place of your choice and 24 hours a day"

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.

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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.

20%

15%

15%

3%

20%

17%

7%

3%

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

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

This **Postgraduate Diploma in Team Management 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 Diploma** issued by **TECH Technological University** via tracked delivery*.

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

Title: **Postgraduate Diploma in Team Management in Pharma Biotech**

Official Nº of Hours: **450 h.**

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Awards the following

DIPLOMA

to

Mr./Ms. _____ with identification number _____.

For having passed and accredited the following program

POSTGRADUATE DIPLOMA

in

Team Management in Pharma Biotech

This is a qualification awarded by this University, equivalent to 450 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country.

Unique TECH Code: AFWORD23S   techtitute.com/certificates

*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

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