

Professional Master's Degree

MBA in Pharma Biotech
Business Management



Professional Master's Degree MBA in Pharma Biotech Business Management

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Credits: 90 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/medicine/professional-master-degree/master-mba-in-pharma-biotech-business-management

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01

Introduction

Business Management in the Pharma Biotech field involves facing unique challenges due to the regulated and highly competitive nature of the pharmaceutical and biotechnology industry. The continuous progress of scientific knowledge, technological innovation and ever-changing regulations have generated the need for updating for key players in this sector. For this reason, TECH has created this program, which provides the physician with cutting-edge concepts in these fields, as well as high skills in organizational and financial matters to optimally manage a company. In addition, this program is taught in a 100% online format, favoring a study adapted to the personal and professional needs of the student.





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This Master's Degree will allow you to incorporate into your professional practice the most updated concepts when it comes to elaborating a Business Plan"

Pharma Biotech Business Management plays a vital role in the medical field by providing effective and efficient strategic management to companies in the pharmaceutical and biotechnology industry. Its importance lies in its ability to guide and make informed decisions in a highly regulated and competitive environment. In this way, it drives the research and development of new drugs and innovative therapies, which in turn contributes to the advancement of medicine and the improvement of people's quality of life. To carry out all these actions, the top managers of these companies must have high organizational skills and cutting-edge clinical knowledge.

With this in mind, TECH has created this Master's Degree, which offers doctors an excellent update in the field of Pharma Biotech Business Management. During 12 months of intensive study, the student will delve into the cutting-edge strategies to establish the analysis of the environment and competition or the methods to undertake the budget planning of companies in the pharmaceutical and biotechnology industry. They will also delve into the development of a business plan for a company in the sector.

All this will be achieved without the doctor having to give up their usual personal and professional responsibilities, as this program is offered in an innovative 100% online format. Likewise, multimedia materials will be available in a virtual library, which can be accessed at any time and place, since it only requires a device with an internet connection. Furthermore, the wide variety of multimedia formats offered will preserve a pleasant, individualized and decisive teaching.

This **MBA in Pharma Biotech Business Management** contains the most complete and up-to-date program on the market. Its most notable features are:

- ♦ The development of practical cases presented by experts in Pharma Biotech
- ♦ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where the self-assessment process can be carried out 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



With this degree, you will delve into the most cutting-edge strategies when it comes to leading teams in the pharmaceutical industry"

“ *Through the 100% online modality, this refresher program will allow you to study from anywhere and at any time of the day”*

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 prepare for real situations.

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

Update your knowledge of biotechnology company management through the professional experience of leading specialists in this health area.

Throughout this course, you will delve into the most advanced strategies for integrating new drugs into the market.



02 Objectives

The aim of this program is to provide physicians with tools that will enable them to acquire knowledge and skills that are essential for success in the field of pharmaceutical and biotechnological management. In this way, they will be able to perform key functions in essential areas such as the exploration and development of drugs or their production and manufacture.





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You will adopt in your daily practice the most up-to-date knowledge in digital health management”



General Objectives

- ♦ Evaluate financial efficiency
- ♦ 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
- ♦ Obtain an effective tool to achieve result
- ♦ Define unique and differentiated value propositions



With this program, you will learn about the control of financial operations applied to the pharmaceutical and biotechnology industry"



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. Marketing in Pharma Biotech

- ♦ Know the utility of market segmentation and approximation levels
- ♦ Differentiate between end consumer markets and feature-based segmentation
- ♦ Develop marketing strategies according to the segmentation made
- ♦ Know the importance of prior positioning to gain competitive advantage
- ♦ Develop differentiation and positioning strategies to achieve business objectives
- ♦ Understand the relevance of information and resources in the commercial field
- ♦ Know the sources of information and techniques for market studies
- ♦ Use data survey and analysis tools

Module 3. Human Resources Management

- ♦ Optimize working capital management
- ♦ Analyze and manage the financial risks
- ♦ Improve planning and budgeting
- ♦ Optimize the supply chain
- ♦ Ensure regulatory compliance

Module 4. Digital Health Management: Technological Innovation in the Health Sector

- ♦ Understand the different types of healthcare systems, such as public, private/private insurance, and managed healthcare
- ♦ Assess unmet patient needs and chronicity management
- ♦ Analyze the role of cost, effectiveness and safety as determining factors in health care
- ♦ Understand the professional-patient relationship and the rights and duties of both
- ♦ Analyze the challenges of care pressure and cost management based on ethical principles
- ♦ Define the skills and attitudes needed to be an effective professional manager
- ♦ Explore leadership and the management of emotional climate and work conflicts
- ♦ Utilize timekeeping as a tool for efficient management
- ♦ Analyze health spending and outcomes, as well as processes of improvement, innovation and transformation
- ♦ Evaluate the use of indicators, benchmarking, clinical guidelines, EDO, claims and pharmacovigilance in healthcare quality

Module 5. Market access (1). Organization and Processes

- ♦ 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
- ♦ Analyze international health technology assessment agencies
- ♦ Identify agencies that evaluate new drugs, decision makers and influencers
- ♦ Describe the price and reimbursement application process
- ♦ Differentiate the access processes for hospital drugs and those dispensed in street pharmacies
- ♦ Familiarize with traditional and innovative financing schemes
- ♦ Know about the processes of public purchase of medicines in the Spanish healthcare system
- ♦ Know about the professional profiles assigned to the access department
- ♦ Analyze the interaction of Market Access professionals with other departments of the pharmaceutical industry
- ♦ Review the latest trends in drug evaluation (Multi-criteria Analysis) and drug purchasing

Module 6. Market access (2). Tools and Strategy

- ♦ 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
- ♦ Meet and segment Co-Workers
- ♦ Develop market access strategy and plans, specifying the timeline and roles involved
- ♦ Know how to manage the approach to health authorities for both hospital drugs and street pharmacy drugs
- ♦ Know about the requirements for applying for drug financing: official and supplementary documents

- ♦ Become familiar with the documents and tools that support the value of the drug and that will be essential in the negotiation of price and reimbursement with the health authorities, and in the subsequent regional and local access
- ♦ Study in depth the elements included in a drug value dossier
- ♦ Identify the clinical value of a drug, the value perceived by the patient, and the economic aspect
- ♦ Become familiar with the key concepts of pharmaco-economics
- ♦ Delve into the economic analysis of a drug, differentiating between partial and complete economic evaluations

Module 7. 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 8. 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 9. 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

- ♦ Know the organization and time management strategies to optimize team productivity
- ♦ Learn how to plan and set clear and measurable objectives for the team, and effectively evaluate their performance
- ♦ 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 to manage conflicts within the team
- ♦ Apply the knowledge acquired to work towards achieving a common goal through the development of a specific project

Module 10. The Business Plan in the Territory

- ♦ Obtain 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

Module 11. Leadership, Ethics and Social Responsibility in Companies

- ♦ Analyze the impact of globalization on corporate governance and corporate management
- ♦ Evaluate the importance of effective leadership in the management and success of companies
- ♦ Define cross-cultural management strategies and their relevance in diverse business environments
- ♦ Develop leadership skills and understand the current challenges faced by leaders
- ♦ Determine the principles and practices of business ethics and their application in corporate decision making
- ♦ Structure strategies for the implementation and improvement of sustainability and social responsibility in business

Module 12. People and Talent Management

- ♦ Determine the relationship between strategic direction and human resources management
- ♦ Delve into the skills required for effective competency-based human resources management
- ♦ Delve into the methodologies for performance evaluation and performance management
- ♦ Integrate innovations in talent management and their impact on employee retention and loyalty
- ♦ Develop strategies for motivation and development of high performance teams
- ♦ Propose effective solutions for change management and conflict resolution in organizations



Module 13. Economic and Financial Management

- ♦ Analyze the macroeconomic environment and its influence on the national and international financial system
- ♦ Define information systems and Business Intelligence for financial decision making
- ♦ Differentiate key financial decisions and risk management in financial management
- ♦ Evaluate strategies for financial planning and obtaining business financing

Module 14. Commercial Management and Strategic Marketing

- ♦ Structure the conceptual framework and the importance of commercial management in companies
- ♦ Delve into the fundamental elements and activities of marketing and their impact on the organization.
- ♦ Determine the stages of the marketing strategic planning process
- ♦ Evaluate strategies to improve corporate communication and the digital reputation of the company

Module 15. Executive Management

- ♦ Define the concept of General Management and its relevance in business management
- ♦ Evaluate the roles and responsibilities of the manager in the organizational culture
- ♦ Analyze the importance of operations management and quality management in the value chain
- ♦ Develop interpersonal communication and public speaking skills for the formation of spokespersons

03 Skills

The program will provide physicians with an unparalleled opportunity to gain critical skills that will enable them to succeed in the pharmaceutical and biotechnology industry. Those professionals who complete this curriculum will acquire cutting-edge scientific and technical knowledge, as well as an in-depth understanding of new drug development regulations. In this way, they will be prepared to face the challenges and take advantage of the possibilities in this ever-expanding sector.





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Position yourself as a cutting-edge physician through the latest trends in Pharma Biotech Marketing"



General Skills

- ◆ Understand the importance of business ethics
- ◆ Assess environmental sustainability in the business context
- ◆ Evaluate aspects of the code of ethics, such as the doctor-patient relationship, quality of medical care, professional secrecy, scientific objection, relations between doctors and medical advertising
- ◆ Analyze the interaction of Market Access professionals with other departments of the pharmaceutical industry
- ◆ Review the latest trends in drug evaluation (Multi-criteria Analysis) and drug purchasing
- ◆ Delve into the economic analysis of a drug, differentiating between partial and complete economic evaluations
- ◆ Understand the phases of the action plan: accompanying, follow-up and commitment
- ◆ Elaborate individual action plans with the team members





Specific Skills

- 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
- Define strategies for plan revision
- Establish objective indicators of plan achievement

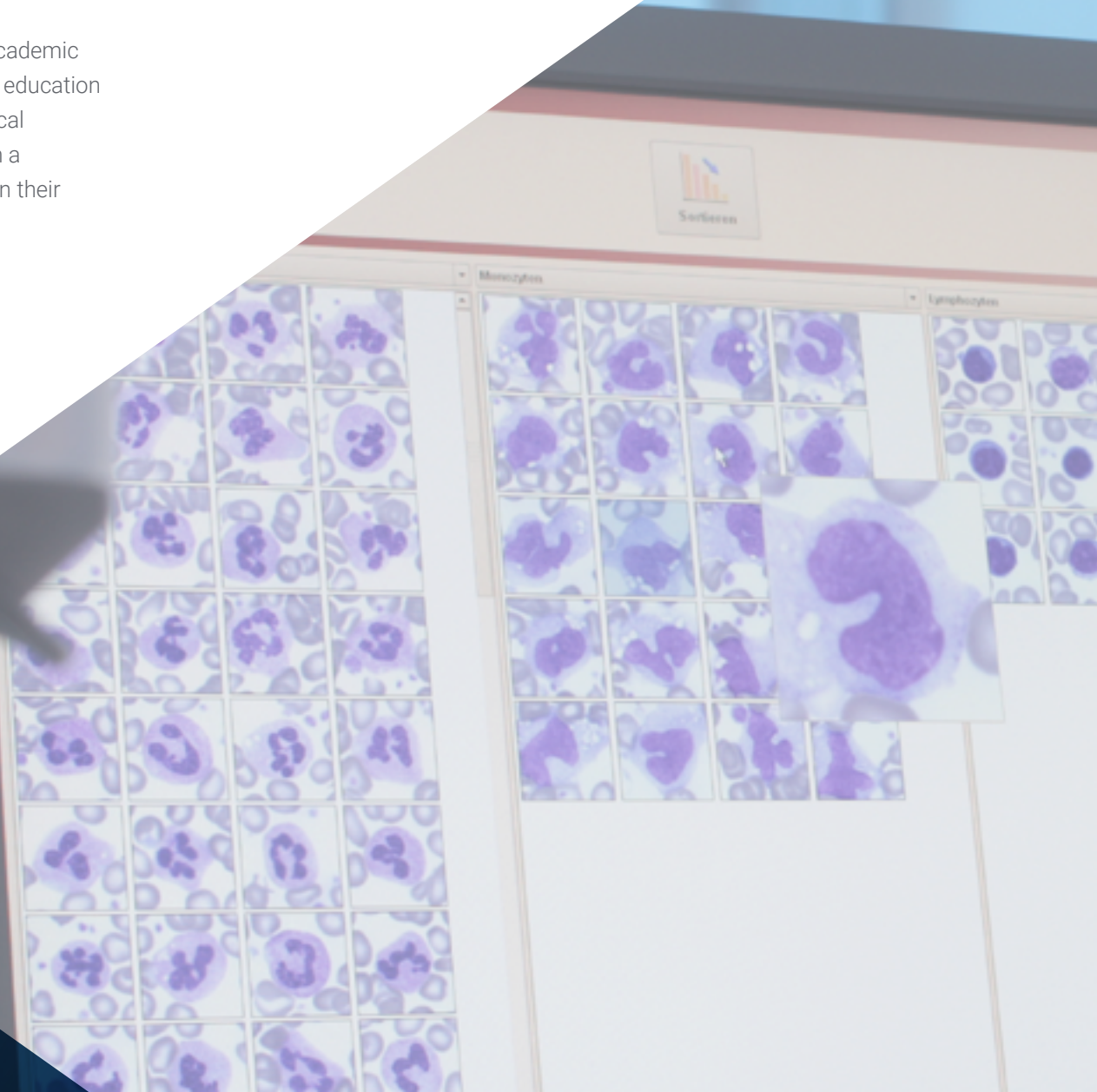
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In only 12 months, update and enrich your skills in integral coaching and apply them to the Pharma Biotech industry"

04

Course Management

In order to provide high quality learning, TECH has recruited an outstanding academic team for this program. This will ensure students the opportunity to access an education provided by recognized experts with extensive experience in the pharmaceutical industry, medicine and business. In this way, participants will be provided with a certificate of excellence that will motivate them to excel and advance rapidly in their professional careers.





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Stay up to date in Pharma Biotech strategic management from experts in this field, who apply their knowledge in the main institutions of the sector"

International Guest Director

With over 20 years of experience in designing and leading global **talent acquisition** teams, Jennifer Dove is an expert in **recruitment** and **technology strategy**. Throughout her career, she has held senior positions in several technology organizations within Fortune 50 companies such as NBCUniversal and Comcast. Her track record has allowed her to excel in competitive, high-growth environments.

As **Vice President of Talent Acquisition** at **Mastercard**, she is responsible for overseeing talent onboarding strategy and execution, collaborating with business leaders and HR managers to meet operational and strategic hiring objectives. In particular, she aims to build **diverse, inclusive** and **high-performing teams** that drive innovation and growth of the company's products and services. In addition, she is adept at using tools to attract and retain the best people from around the world. She is also responsible for **amplifying** Mastercard's **employer brand** and value proposition through publications, events and social media.

Jennifer Dove has demonstrated her commitment to continuous professional development, actively participating in networks of Human Resources professionals and contributing to the incorporation of numerous workers in different companies. After earning her bachelor's degree in **Organizational Communication** from the University of Miami, she has held senior recruiting positions at companies in a variety of fields.

On the other hand, she has been recognized for her ability to lead organizational transformations, **integrate technologies** in **recruitment processes** and develop leadership programs that prepare institutions for future challenges. She has also successfully implemented **occupational wellness programs** that have significantly increased employee satisfaction and retention.



Ms. Dove, Jennifer

- Vice President, Talent Acquisition, Mastercard, New York, USA
- Director of Talent Acquisition, NBCUniversal, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, USA
- Executive Vice President, Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
- Graduated in Organizational Communication from the University of Miami

“

Thanks to TECH you will be able to learn with the best professionals in the world"

International Guest Director

A technology leader with decades of experience in **major technology multinationals**, Rick Gauthier has developed prominently in the field of **cloud services** and end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees.

He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at **Amazon** has allowed him to manage and integrate the company's IT services in the United States. At **Microsoft** he has led a team of 104 people, responsible for providing corporate-wide IT infrastructure and supporting product engineering departments across the company.

This experience has allowed him to stand out as a high-impact manager with remarkable abilities to increase efficiency, productivity and overall customer satisfaction.



Mr. Gauthier, Rick

- Regional IT Director - Amazon, Seattle , USA
- Senior Program Manager at Amazon
- Vice President, Wimmer Solutions
- Senior Director of Productive Engineering Services at Microsoft
- Degree in Cybersecurity from Western Governors University
- Technical Certificate in Commercial Diving from Divers Institute of Technology
- B.S. in Environmental Studies from The Evergreen State College

“

Take the opportunity to learn about the latest advances in this field to apply it to your daily practice”

International Guest Director

Romi Arman is a renowned international expert with more than two decades of experience in **Digital Transformation, Marketing, Strategy and Consulting**. Through that extended trajectory, he has taken different risks and is a permanent **advocate** for **innovation and change** in the business environment. With that expertise, he has collaborated with CEOs and corporate organizations from all over the world, pushing them to move away from traditional business models. In this way, he has helped companies such as Shell Energy become **true market leaders**, focused on their **customers** and the **digital world**.

The strategies designed by Arman have a real impact, as they have enabled several corporations to **improve the experiences of consumers, staff and shareholders** alike. The success of this expert is quantifiable through tangible metrics such as **CSAT, employee engagement** in the institutions where he has practiced and the growth of the **EBITDA financial indicator** in each of them.

He has also nurtured and led **high-performing teams** throughout his career that have received awards for their **transformational potential**. With Shell, specifically, the executive has always set out to overcome three challenges: **meeting the complex decarbonization demands** of customers, **supporting “cost-effective decarbonization”** and **overhauling** overhauling a fragmented data, **digital and technology landscape**. In this way, his efforts have evidenced that in order to achieve sustainable success, it is essential to start from the needs of consumers and lay the foundations for the transformation of processes, data, technology and culture.

On the other hand, the executive stands out for his mastery of the **business applications of Artificial Intelligence**, a subject in which he has a postgraduate degree from the London Business School. At the same time, he has accumulated experience in **IoT and Salesforce**.



Mr. Arman, Romi

- ♦ Chief Digital Officer (CDO) at Shell Energy Corporation, London, United Kingdom
- ♦ Global Head of eCommerce and Customer Service at Shell Energy Corporation
- ♦ National Key Account Manager (Automotive OEM and Retail) for Shell in Kuala Lumpur, Malaysia
- ♦ Senior Management Consultant (Financial Services Sector) for Accenture from Singapore
- ♦ Graduate of the University of Leeds
- ♦ Postgraduate Diploma in Business Applications of AI for Senior Executives from London Business School
- ♦ CCXP Customer Experience Professional Certification
- ♦ Executive Digital Transformation Course by IMD

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Do you want to update your knowledge with the highest educational quality? TECH offers you the most updated content in the academic market, designed by authentic experts of international prestige"

International Guest Director

Manuel Arens is an experienced data management professional and leader of a highly qualified team. In fact, Arens holds the position of **global procurement manager** in Google's Technical Infrastructure and Data Center division, where he has spent most of his career. Based in Mountain View, California, he has provided solutions for the tech giant's operational challenges, such as **master data integrity, vendor data updates** and **vendor prioritization**. He has led data center supply chain planning and vendor risk assessment, generating process and workflow management improvements that have resulted in significant cost savings.

With more than a decade of work providing digital solutions and leadership for companies in diverse industries, he has extensive experience in all aspects of strategic solution delivery, including **marketing, media analytics, measurement** and **attribution**. In fact, he has received several awards for his work, including the **BIM Leadership Award**, the **Search Leadership Award**, **Export Lead Generation Program Award** and the **EMEA Best Sales Model Award**.

Arens also served as **Sales Manager** in Dublin, Ireland. In this role, he built a team of 4 to 14 members over three years and led the sales team to achieve results and collaborate well with each other and cross-functional teams. He also served as **Senior Industry Analyst**, Hamburg, Germany, creating storylines for over 150 clients using internal and third party tools to support analysis. Developed and wrote in-depth reports to demonstrate his mastery of the subject matter, including understanding the **macroeconomic** and **political/regulatory factors** affecting technology adoption and diffusion.

He has also led teams at companies such as **Eaton, Airbus** and **Siemens**, where he gained valuable account and supply chain management experience. He is particularly noted for continually exceeding expectations by **building valuable customer relationships** and **working seamlessly with people at all levels of an organization**, including stakeholders, management, team members and customers. His data-driven approach and ability to develop innovative and scalable solutions to industry challenges have made him a prominent leader in his field.



Mr. Arens, Manuel

- Global Procurement Manager at Google, California, United States
- Senior Manager, B2B Analytics and Technology - Google, USA
- Sales Director - Google, Ireland
- Senior Industry Analyst - Google, Germany
- Accounts Manager - Google, Ireland
- Accounts Payable at Eaton, UK
- Supply Chain Manager at Airbus, Germany

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Bet on TECH! You will have access to the best teaching materials, at the forefront of technology and education, implemented by internationally renowned specialists in the field”

International Guest Director

Andrea La Sala is an experienced **Marketing executive** whose projects have had a **significant impact** on the **Fashion sector**. Throughout his successful career he has developed different tasks related to **Product, Merchandising and Communication**. All this linked to prestigious brands such as **Giorgio Armani, Dolce&Gabbana, Calvin Klein**, among others.

The results of this **high-profile international executive** have been linked to his proven ability to **synthesize information** in clear frameworks and execute **concrete actions** aligned to specific **business objectives**. In addition, he is recognized for his **proactivity** and **adaptation to fast-paced work rhythms**. To all this, this expert adds a **strong commercial awareness, market vision** and a **genuine passion** for products.

As **Global Brand and Merchandising Director** at **Giorgio Armani**, he has overseen a variety of **Marketing strategies** for **apparel and accessories**. His tactics have also focused on **retail and consumer needs** and **behavior**. In this role, La Sala has also been responsible for shaping the marketing of products in different markets, acting as **team leader** in the **Design, Communication and Sales departments**.

On the other hand, in companies such as **Calvin Klein** or **Gruppo Coin**, he has undertaken projects to boost the **structure, development and marketing** of **different collections**. In turn, he has been in charge of creating **effective calendars** for **buying and selling campaigns**.

He has also been in charge of the **terms, costs, processes and delivery times** of different operations.

These experiences have made Andrea La Sala one of the main and most qualified **corporate leaders** in **Fashion and Luxury**. A high managerial capacity with which he has managed to effectively implement the **positive positioning** of **different brands** and redefine their key performance indicators (KPI).



Mr. La Sala, Andrea

- Global Brand and Merchandising Director at Giorgio Armani, Milan, Italy
- Merchandising Director at Calvin Klein
- Brand Manager at Gruppo Coin
- Brand Manager at Dolce & Gabbana
- Brand Manager at Sergio Tacchini S.p.A
- Market Analyst at Fastweb
- Graduate of Business and Economics at the Università degli Studi del Piemonte Orientale

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The most qualified and experienced international professionals are waiting for you at TECH to offer you a first class education, updated and based on the latest scientific evidence. What are you waiting for to enroll?"

International Guest Director

Mick Gram is synonymous with innovation and excellence in the field of **Business Intelligence** internationally. His successful career is linked to leadership positions in multinationals such as **Walmart** and **Red Bull**. Likewise, this expert stands out for his vision to **identify emerging technologies** that, in the long term, achieve an everlasting impact in the corporate environment.

On the other hand, the executive is considered a **pioneer in the use of data visualization techniques that simplified complex sets**, making them accessible and facilitating decision making. This ability became the pillar of his professional profile, transforming him into a desired asset for many organizations that bet on **gathering information** and **generating concrete actions** from them.

One of his most outstanding projects in recent years has been the **Walmart Data Cafe platform**, the largest of its kind in the world that is anchored in the cloud aimed at **Big Data** analysis. In addition, he has held the position of **Director of Business Intelligence** at **Red Bull**, covering areas such as **Sales, Distribution, Marketing and Supply Chain Operations**. His team was recently recognized for its constant innovation regarding the use of Walmart Luminare's new API for Shopper and Channel insights.

In terms of education, the executive has several Master's degrees and postgraduate studies at prestigious centers such as the **University of Berkeley**, in the United States, and the **University of Copenhagen**, in Denmark. Through this continuous updating, this expert has achieved cutting-edge skills. Because of this, he has come to be considered a **born leader of the new global economy**, entered on the impulse of data and its infinite possibilities.



Mr. Gram, Mick

- ♦ Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- ♦ Business Intelligence Solutions Architect for Walmart Data Café
- ♦ Independent Business Intelligence and Data Science Consultant
- ♦ Business Intelligence Director at Capgemini
- ♦ Chief Analyst at Nordea
- ♦ Chief Business Intelligence Consultant for SAS
- ♦ Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- ♦ Executive MBA in e-commerce at the University of Copenhagen
- ♦ Bachelor's Degree and Master's Degree in Mathematics and Statistics at the University of Copenhagen



Study at the world's best online university according to Forbes! In this MBA you will have access to an extensive library of multimedia resources, developed by internationally renowned professors"

International Guest Director

Scott Stevenson is a distinguished **Digital Marketing** industry expert who, for over 19 years, has been associated with one of the most powerful companies in the entertainment industry, **Warner Bros. Discovery**. In this role, he has played a crucial role in **overseeing logistics and creative workflows** across a variety of digital platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving **paid media production strategies**, resulting in a marked **improvement** in his company's **conversion rates**. At the same time, he has assumed other roles, such as Director of Marketing Services and Traffic Manager at the same multinational during his former management.

Stevenson has also been involved in the global distribution of video games and **digital property campaigns**. He was also responsible for introducing operational strategies related to the formation, completion and delivery of sound and image content for **television commercials** and **trailers**.

On the other hand, the expert holds a Bachelor's Degree in Telecommunications from the University of Florida and a Master's Degree in Creative Writing from the University of California, which demonstrates his skills in **communication** and **storytelling**. In addition, he has participated in Harvard University's School of Professional Development in cutting-edge programs on the use of **Artificial Intelligence in business**. As such, his professional profile stands as one of the most relevant in the current field of **Marketing and Digital Media**.



Mr. Stevenson, Scott

- Digital Marketing Director at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment.
- Master's Degree in Creative Writing from the University of California
- Degree in Telecommunications from the University of Florida

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Achieve your academic and professional goals with the best qualified experts in the world! The teachers of this MBA will guide you throughout the learning process”

International Guest Director

Eric Nyquist is an outstanding professional in the international sports field, who has built an impressive career, standing out for his strategic leadership and his ability to drive change and innovation in top-level sports organizations.

In fact, he has held senior roles such as Director of Communications and Impact at NASCAR, based in Florida, USA. With many years of experience behind him at NASCAR, Nyquist has also held several leadership positions, including Senior Vice President of Strategic Development and General Manager of Business Affairs managing more than a dozen disciplines ranging from strategic development to entertainment marketing.

Nyquist has also made a significant mark on Chicago's top sport's franchises. As Executive Vice President of the Chicago Bulls and the Chicago White Sox franchises, he has demonstrated his ability to drive business and strategic success in the world of professional sports.

Finally, it is worth noting that he began his career in sports while working in New York as senior strategic analyst for Roger Goodell in the National Football League (NFL) and, prior to that, as a Legal Intern for the United States Soccer Federation.



Dr. Nyquist, Eric

- Director of Communications and Impact, NASCAR, Florida, United States
- Senior Vice President, Strategic Development, NASCAR
- Vice President, Strategic Planning, NASCAR
- Senior Director of Business Affairs at NASCAR
- Executive Vice President, Chicago White Sox Franchises
- Executive Vice President, Chicago Bulls Franchises
- Manager of Business Planning at the National Football League (NFL)
- Business Affairs/Legal Intern with the United States Soccer Federation
- Law Degree from the University of Chicago
- Master of Business Administration-MBA from the University of Chicago Booth School of Business
- Bachelor's Degree in International Economics from Carleton College



Thanks to this 100% online university degree, you will be able to combine your studies with your daily obligations, under the guidance of the leading international experts in the field of your interest. Enroll now!"

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
- ♦ University Expert in: International Trade and Transport by the University of Cantabria
- ♦ Diploma in Business Administration from the University of Cantabria

Professors

Mr. 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

Mr. Rojas Palacio, Fernando

- ♦ Founder and CEO of Navandu Technologies
- ♦ Founder of the international consulting firm Brigatal Health.
- ♦ Expert in Big Data and Social Network Analysis by MIT
- ♦ Senior Business Management Program at Instituto de Empresa and Chicago Booth School of Business
- ♦ Master's Degree in Telecommunications Engineering from the Polytechnic University of Madrid
- ♦ Professor associated with academic programs in his specialty



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

Mr. Ribas Guardiá, 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

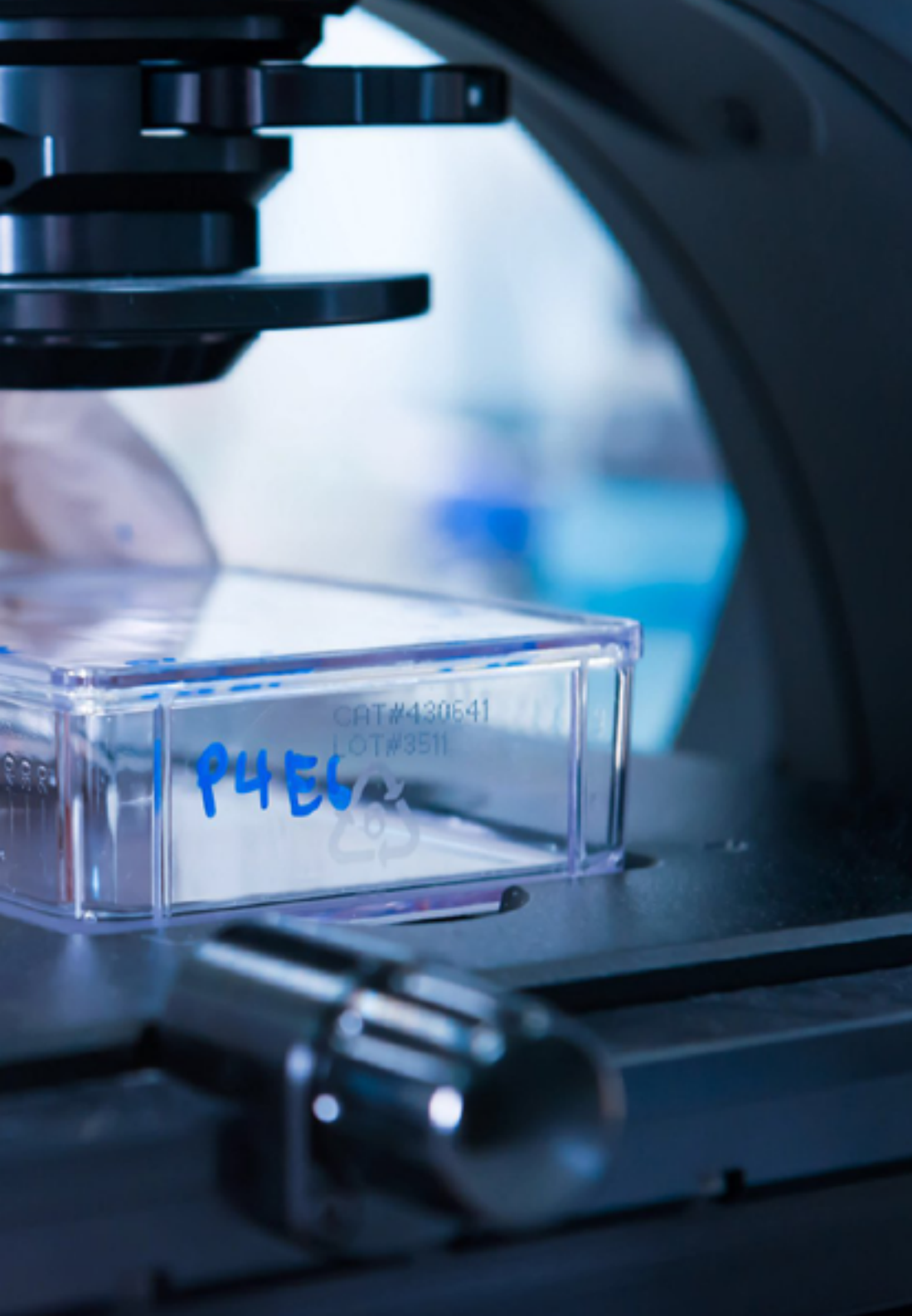
Ms. Restovic, Gabriela

- ♦ Public health technology evaluator for the Innovation Department of Hospital Clinic de Barcelona
- ♦ Associate Director of Market Access at Novocure
- ♦ Economist at the Catholic University of Chile
- ♦ Master's Degree in Applied Economics at the Univeristat Pompeu Fabra in Barcelona.
- ♦ Senior Management Program in Healthcare Government Affairs at EADA, Barcelona Business School
- ♦ Associate professor of academic programs in the service of his specialization.

Ms. Caloto González, María Teresa

- ♦ Market Access Consultant
- ♦ Subdirector General of Epidemiology of the Ministry of Health
- ♦ Doctorate in Biological Sciences from the Complutense University of Madrid.
- ♦ University Expert in Probability and Statistics in Medicine
- ♦ University Expert in Advanced Methods in Applied Statistics
- ♦ Master's Degree in Health and Environment, Autonomous University of Madrid
- ♦ Master's Degree in Public Health from the Autonomous University of Madrid
- ♦ Master's Degree in Pharmacoeconomics and Health Economics, Pompeu Fabra University, Barcelona





Ms. Rodríguez Fernández, Silvia

- ◆ Project Manager Scientific Communications at Boehringer Ingelheim Medical Unit
- ◆ Senior Scientific Advisor for R&D at Ahead Therapeutics
- ◆ Medical Advisor at Ahead Therapeutics
- ◆ Product Manager in Amgen's Inflammation Marketing team
- ◆ Doctor in Advanced Immunology from the Autonomous University of Barcelona
- ◆ MBA from the Pharmaceutical and Biotechnology Industry
- ◆ Master's Degree in Advanced Immunology from the Autonomous University of Barcelona
- ◆ Degree in Biomedical Sciences from the Autonomous University of Barcelona

Ms. Palau Rodríguez, Magalí

- ◆ Researcher in Nutrition and Food Science at the University of Barcelona
- ◆ Marketing department coordinator for campaigns and educational material
- ◆ Amgen Marketing Expert in Bone Metabolism Unit
- ◆ PhD in Pharmacy from the University of Barcelona
- ◆ MBA in Pharmaceutical and Biotechnological Industries at the EPHOS Talent School
- ◆ Master's Degree in Food Research and Development from the University of Barcelona
- ◆ Degree in Pharmacy from the University of Barcelona
- ◆ Health and Food Handler Instructor by Fundació Esplai Girona

05

Structure and Content

The MBA in Pharma Biotech Business Management will focus on the interdisciplinary aspects of the pharmaceutical and biotechnology industry, highlighting its broad scope and up-to-date approach. During the 12 months of this degree, the physician will have access to innovative teaching materials such as videos, interactive summaries and simulations of real cases. These state-of-the-art resources will provide an enjoyable and effective educational experience. In addition, being a 100% online program, you will have the flexibility to study on your own schedule, without restrictions.



“

The Relearning method will allow you to optimize your study hours and improve your understanding of long-term knowledge"

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. The 6 Types of Value Generation in the Company
 - 1.3.2. Performance in the Company
 - 1.3.3. Examples from the Sector
 - 1.3.4. Conclusions
- 1.4. The Pharmaceutical and Biotechnology Business Environment
 - 1.4.1. VUCA Environment
 - 1.4.2. PESTEL Analysis
 - 1.4.3. Porter's 5 Forces Analysis
 - 1.4.4. DAFO 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 of 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. Sector Mergers
 - 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. Marketing in Pharma Biotech

- 2.1. Omnichannel, Impacts and Engagement
 - 2.1.1. Impact Marketing
 - 2.1.2. General Channels and Social Networks
 - 2.1.3. *Community Management*
 - 2.1.4. E-detailing and CRM in the Digital Environment
 - 2.1.5. Programmed Advertising
 - 2.1.6. Analytics and Business Indicators
- 2.2. Segmentation, Positioning and Targeting
 - 2.2.1. Segmentation
 - 2.2.2. The Positioning Map
 - 2.2.3. Targeting
 - 2.2.4. Conclusions

- 2.3. Management
 - 2.3.1. The Marketing System
 - 2.3.2. Information Acquisition
 - 2.3.3. Research Process
 - 2.3.4. Conclusions
- 2.4. Managing Brand and Neuromarketing
 - 2.4.1. Branding
 - 2.4.2. Branding Types
 - 2.4.3. Neuromarketing and Application in the Pharmaceutical Industry
 - 2.4.4. Conclusions
- 2.5. Digital Marketing Plans
 - 2.5.1. Integrating Digital Marketing into the Global Marketing Strategy
 - 2.5.2. Community Manager
 - 2.5.3. Digital Marketing Plans
 - 2.5.4. Target Audience
- 2.6. E-Commerce
 - 2.6.1. The Conversion Cycle
 - 2.6.2. E-Commerce Promotion
 - 2.6.3. Metrics
 - 2.6.4. e-Commerce Platforms
- 2.7. Digital Strategies
 - 2.7.1. Social Media Strategies. Content Co-Creation
 - 2.7.2. Content Marketing and Influencers
 - 2.7.3. Digital Marketing to Support Leadership in the Therapeutic Area
 - 2.7.4. Patient Associations
- 2.8. Design of Digital Programs
 - 2.8.1. Definition of Objectives
 - 2.8.2. Brand Strategy Support Programs: *Disease Awareness, Switching and Engagement*
 - 2.8.3. Digital Marketing and the Sales Network
 - 2.8.4. Target

- 2.9. Data Analytics and Artificial Intelligence
 - 2.9.1. Big Data Applications in the Pharmaceutical Industry
 - 2.9.2. Artificial Intelligence Tools to Support Diagnosis
 - 2.9.3. Artificial Intelligence Tools to Support Critical Patient Management
 - 2.9.4. Latest Developments
- 2.10. Other Technology
 - 2.10.1. Electronic Records and Information Gathering
 - 2.10.2. Web 3 and New Trends in the Token Economy. Impact in the Pharmaceutical Industry
 - 2.10.3. Virtual, Augmented and Mixed Reality
 - 2.10.4. Metaverse

Module 3. Human Resources Management

- 3.1. Personnel Selection
 - 3.1.1. Recruitment Process
 - 3.1.2. Resume Review
 - 3.1.3. Recruitment Interviews
 - 3.1.4. Aptitude Tests and Psychometric Assessments
- 3.2. Compensation and Benefits
 - 3.2.1. Compensation System Design
 - 3.2.2. Elaboration of Variable Compensation
 - 3.2.3. Benefit Design
 - 3.2.4. Emotional Salary
- 3.3. Performance Management
 - 3.3.1. Performance Evaluation
 - 3.3.2. Talent and Improvement Programs
 - 3.3.3. Feedback Meetings
 - 3.4.3. Talent Retention and Loyalty Programs
- 3.4. Emotional Intelligence in the Work Environment
 - 3.4.1. Emotional Awareness
 - 3.4.2. Emotion Management
 - 3.4.3. Empathy at Work
 - 3.4.4. Social Skills and Collaboration

- 3.5. Training and Continuous Development
 - 3.5.1. Career Plans
 - 3.5.2. Specific Skills Development
 - 3.5.3. Internal Promotion and Growth Opportunities
 - 3.5.4. Adaptation to the Workplace
- 3.6. Team Management and Leadership
 - 3.6.1. Effective Team Building
 - 3.6.2. Inspirational Leadership
 - 3.6.3. Effective Communication
 - 3.6.4. Conflict Resolution
- 3.7. Organizational Adaptability and Flexibility
 - 3.7.1. Change Management
 - 3.7.2. Flexibility in Labor Policies
 - 3.7.3. Human Resources Innovation
 - 3.7.4. Adapting to New Technologies
- 3.8. Diversity and Inclusion in the Workplace
 - 3.8.1. Diversity Promotion
 - 3.8.2. Equal Opportunity
 - 3.8.3. Creation of Inclusive Environments
 - 3.8.4. Diversity Awareness and Training
- 3.9. Positive Psychology at Work
 - 3.9.1. Positive Organizational Culture
 - 3.9.2. Workplace Well-Being
 - 3.9.3. Promotion of Positive Attitudes
 - 3.9.4. Resilience and Coping in the Workplace
- 3.10. Technology and Human Resources
 - 3.10.1. Automation in Human Resources Processes
 - 3.10.2. Data Analysis for Decision Making
 - 3.10.3. Tools in Human Resources Management
 - 3.10.4. Cybersecurity and Personal Data Protection

Module 4. Digital Health Management: Technological Innovation in the Health Sector

- 4.1. Hospital Information Systems
 - 4.1.1. Implementation
 - 4.1.2. Management of Hospital Information Systems
 - 4.1.3. Electronic Medical Records
 - 4.1.4. Information Systems Interoperability
- 4.2. Telemedicine and Digital Health
 - 4.2.1. Remote Medical Consultations
 - 4.2.2. Tele-monitoring Platforms
 - 4.2.3. Patient Monitoring
 - 4.2.4. Mobile Health and Wellness Applications
- 4.3. Big Data and Data Analysis in Healthcare
 - 4.3.1. Management and Analysis of Large Volumes of Data in Health
 - 4.3.2. Use of Predictive Analysis for Decision-Making
 - 4.3.3. Privacy
 - 4.3.4. Health Data Security
- 4.4. Artificial Intelligence and Machine Learning in Healthcare
 - 4.4.1. Artificial Intelligence Applications in Medical Diagnostics
 - 4.4.2. Machine Learning Algorithms for Pattern Detection
 - 4.4.3. Chatbots
 - 4.4.4. Virtual Assistants in Medical Care
- 4.5. The Internet of Things (IoT) in Healthcare
 - 4.5.1. Connected Medical Devices and Remote Monitoring
 - 4.5.2. Intelligent Hospital Infrastructures
 - 4.5.3. IoT Applications in Inventory Management
 - 4.5.4. Supplies
- 4.6. Cybersecurity in Healthcare
 - 4.6.1. Health Data Protection and Regulatory Compliance
 - 4.6.2. Prevention of Cyber Attacks
 - 4.6.3. Ransomware
 - 4.6.4. Security Audits and Incident Management

- 4.7. Virtual Reality (RV) and Augmented Reality (RA) in Medicine
 - 4.7.1. Medical Training using VR Simulators
 - 4.7.2. AR Applications in Assisted Surgery
 - 4.7.3. Surgical Guides
 - 4.7.4. VR Therapy and Rehabilitation
 - 4.8. Robotics in Medicine
 - 4.8.1. Use of Surgical Robots in Medical Procedures
 - 4.8.2. Automation of Tasks in Hospitals and Laboratories
 - 4.8.3. Prosthesis
 - 4.8.4. Robotic Assistance in Rehabilitation
 - 4.9. Medical Images Analysis
 - 4.9.1. Medical Image Processing and Computational Analysis
 - 4.9.2. Computer-Aided Image Diagnosis
 - 4.9.3. Real-Time Medical Imaging
 - 4.9.4. 3D
 - 4.10. Blockchain in Healthcare
 - 4.10.1. Security and Traceability of Health Data with Blockchain
 - 4.10.2. Exchange of Medical Information between Institutions
 - 4.10.3. Management of Informed Consent
 - 4.10.4. Privacy
- Module 5. Market Access (1). Organization and Processes**
- 5.1. Market Access in the Pharmaceutical Industry
 - 5.1.1. What Do We Mean by Market Access?
 - 5.1.2. Why is a Market Access Department Necessary?
 - 5.1.3. Functions of the Market Access Department
 - 5.1.4. Conclusions
 - 5.2. Authorization and Registration of New Drugs
 - 5.2.1. Health Authorities
 - 5.2.2. European Medicines Agency (EMA)
 - 5.2.3. New Drug Marketing Authorization Process: Centralized, Decentralized and Mutual Recognition Processes
 - 5.3. Evaluation of New Drugs at National Level
 - 5.3.1. Health Technology Assessment Agencies.
 - 5.3.2. Relations
 - 5.3.3. Europe
 - 5.3.4. Therapeutic Positioning Reports (TPR)
 - 5.3.5. Decision Makers and Influencers
 - 5.4. Other New Drug Evaluations
 - 5.4.1. GENESIS Group Evaluations
 - 5.4.2. Regional Evaluations
 - 5.4.3. Evaluations in Hospital Pharmacies: Pharmacy and Therapeutics Committees
 - 5.4.4. Other Evaluations
 - 5.5. From Drug Approval to Availability to the Patient
 - 5.5.1. New Drug Pricing and Reimbursement Application Process
 - 5.5.2. Marketing and Financing Conditions
 - 5.5.3. Procedure for Access to Medicines at Hospital Level
 - 5.5.4. Access Procedure for Drugs Dispensed in Street Pharmacies
 - 5.5.5. Access to Generic and Biosimilar Drugs
 - 5.6. Drug Financing
 - 5.6.1. Traditional Versus New Financing Schemes
 - 5.6.2. Innovative Agreements
 - 5.6.3. Risk-Sharing Agreements (RSAs)
 - 5.6.4. Types of RSA
 - 5.6.5. Criteria for RSA Selection
 - 5.7. Medication Purchasing Process
 - 5.7.1. Public Contracting
 - 5.7.2. Centralized Purchasing of Medicines and Medical Devices
 - 5.7.3. Framework Agreements
 - 5.7.4. Conclusions

- 5.8. Market Access Department (1). Professional Profiles
 - 5.8.1. Evolution of the Market Access Professional Profile
 - 5.8.2. Professional Profiles in Market Access
 - 5.8.3. Market Access Manager
 - 5.8.4. Pharmaco-economics
 - 5.8.5. Pricing
 - 5.8.6. *Key Account Manager*
- 5.9. Market Access Department (2). Interaction with Other Departments of the Pharmaceutical Industry
 - 5.9.1. Marketing and Sales
 - 5.9.2. Medical Department
 - 5.9.3. Institutional Relations
 - 5.9.4. *Regulatory*
 - 5.9.5. Communication

Module 6. Market Access (2). Tools and Strategy

- 6.1. Market Access Planning for a Drug
 - 6.1.1. Analysis of the Current Scenario: Management of the Disease, Competitors
 - 6.1.2. Region and Account Segmentation
 - 6.1.3. Scientific Societies
 - 6.1.4. Patient Associations
 - 6.1.5. Designing the Corporate Strategy
 - 6.1.6. Strategy Implementation Chronology
- 6.2. Market Access Management for a Drug
 - 6.2.1. Access Management at Regional Level
 - 6.2.2. Access to the Hospital Drug Market. Hospital Pharmacy Management and Strategy
 - 6.2.3. Access to the Street Pharmacy Drug Market
 - 6.2.4. Primary Care Pharmacist Management and Strategy
- 6.3. Clinical Value of a Drug
 - 6.3.1. Value Based on Clinical Development
 - 6.3.2. Real Life Studies
 - 6.3.3. (RWD/RWE)
 - 6.3.4. Conclusions
- 6.4. Value Perceived by the Patient
 - 6.4.1. Patient Reported Outcomes, PRO)
 - 6.4.2. Quality of Life Related to Health (CVRS)
 - 6.4.3. Treatment Satisfaction
 - 6.4.4. Incorporation of Patient Preferences
- 6.5. Economic Analysis. Types
 - 6.5.1. Types of Economic Analysis
 - 6.5.2. Parameters to be Defined
 - 6.5.3. Partial Economic Assessments
 - 6.5.4. Costs and Burden of the Disease
 - 6.5.5. Cost Consequence
- 6.6. Studies of Economic Analysis
 - 6.6.1. Budget Impact Studies
 - 6.6.2. Market Growth
 - 6.6.3. Associated Risks
 - 6.6.4. Intellectual Property
- 6.7. Assessments of Economic Analysis
 - 6.7.1. Full Economic Assessments
 - 6.7.2. Cost-Effectiveness Analysis
 - 6.7.3. Cost-Utility Analysis
 - 6.7.4. Cost-Benefit Analysis
 - 6.7.5. Decision Rules
- 6.8. Drug Value Dossier
 - 6.8.1. Contents of the Value Dossier
 - 6.8.2. The Clinical Value of the Drug
 - 6.8.3. The Economic Value of the Drug
 - 6.8.4. Demonstrating the Value of the Drug to the Healthcare System
 - 6.8.5. Adaptation of the Dossier to the different Autonomous Communities
- 6.9. Documents Required for the Price and Reimbursement Request
 - 6.9.1. Documentation Requirements
 - 6.9.2. Optional Documents
 - 6.9.3. Price Documents
 - 6.9.4. Reimbursement Documents

- 6.10. New Trends
 - 6.10.1. Value-Based Purchasing
 - 6.10.2. Multi-Criteria Analysis (MCA)
 - 6.10.3. Innovative Public Procurement
 - 6.10.4. Latest Trends

Module 7. Integral Coaching in Pharma Biotech

- 7.1. Basics of Coaching in Pharma Biotech
 - 7.1.1. Coaching Skills and Ethics
 - 7.1.2. The Essence of Coaching
 - 7.1.3. Learning to Learn
 - 7.1.4. Recommended Film: Pacific Warrior
- 7.2. The Coaching Process - Schools and Models
 - 7.2.1. North American Coaching Contributions
 - 7.2.2. Contributions of Humanistic-European Coaching
 - 7.2.3. Ontological American Coaching Contributions
 - 7.2.4. Conclusions
- 7.3. The Coachee-Client
 - 7.3.1. Present - Breakdown - Objectives
 - 7.3.2. How to Know about the Situation of Each Person in a Professional Team and Therefore Be Able to Overcome Problems in Order to Achieve the Objectives
 - 7.3.3. Know the Current Situation through the Tool "THE WHEEL OF PROFESSIONAL LIFE".
 - 7.3.4. Conclusions
- 7.4. Ideal Situation
 - 7.4.1. Where I Am Going
 - 7.4.2. Identify Goal, Vision and Clarification of Objectives. Both as an Individual Professional and as a Team Coordinator
 - 7.4.3. Grow Model
 - 7.4.4. Example: Where You Want to Have Each Member of Your Team through a Mandala
- 7.5. The Technique Our Mind
 - 7.5.1. Mental Models
 - 7.5.2. Observe, Distinguish
 - 7.5.3. Beliefs, Judgments
 - 7.5.4. Facts and Opinions
- 7.6. The Technique Language
 - 7.6.1. Basic Postulates of the Ontology of Language according to Rafael Echevarría
 - 7.6.2. Competence of Listening, Silence and Speech.
 - 7.6.3. Recommended Books
 - 7.6.4. Rafael Echevarría. Ontology of Language
 - 7.6.5. Leonardo Wolk. The Art of Blowing Embers
- 7.7. Techniques. Emotion
 - 7.7.1. Management and Emotional Intelligence
 - 7.7.2. Legitimize Emotion to Manage it from the Linguistic Dimensions
 - 7.7.3. Emotional
 - 7.7.4. Conclusions
- 7.8. Technique - Corporeality
 - 7.8.1. Who Am I From My Body?
 - 7.8.2. Posture and Movement
 - 7.8.3. Trends that Support or Block Conversations with the Body
 - 7.8.4. Conclusions
- 7.9. Powerful Questions. How to Use Questions to Help Each Member of your Team Find their Best Version of Themselves
 - 7.9.1. To Determine Our Client's Profile and Design an Action Plan
 - 7.9.2. Coaching Questions to Reconnect
 - 7.9.3. Coaching Questions to Change Perspective
 - 7.9.4. Coaching Questions for Awareness
 - 7.9.5. Coaching Questions to Create Action
 - 7.9.6. Coaching Questions for Goal Setting
 - 7.9.7. Coaching Questions to Design an Action Plan
 - 7.9.8. Coaching Questions for the Client to Find their Own Solutions
- 7.10. The Action
 - 7.10.1. Phases of the Action Plan
 - 7.10.2. Accompaniment
 - 7.10.3. Monitoring
 - 7.10.4. Commitment
 - 7.10.5. How to Elaborate an Action Plan with Each Delegate of Your Team

Module 8. The Medical Department

- 8.1. The Medical Department
 - 8.1.1. General Structure of the Medical Department in Different Companies
 - 8.1.2. Purpose and Functions of the Department
 - 8.1.3. Roles in the Medical Department
 - 8.1.4. How they Relate to Other Departments: Marketing, Access, Sales, etc.
 - 8.1.5. Career Opportunities for the Medical Department in the Pharmaceutical Industry
- 8.2. Monitoring
 - 8.2.1. Fundamentals of Clinical Development
 - 8.2.2. Legislation in Clinical Trials
 - 8.2.3. Types of Clinical Trials
 - 8.2.4. Clinical Trials Phases
 - 8.2.4.1. Phase I Clinical Studies
 - 8.2.4.2. Phase II Clinical Studies
 - 8.2.4.3. Phase III Clinical Studies
 - 8.2.4.4. Phase IV Clinical Studies
- 8.3. Clinical Trials Methodology
 - 8.3.1. Clinical Trial Design
 - 8.3.2. Stages in the Development of Clinical Trials
 - 8.3.3. Clinical Trials Viability
 - 8.3.4. Identification and Selection of Researcher Centers
 - 8.3.5. Recruitment Materials and Strategies
 - 8.3.6. Contracts with Research Centers
 - 8.3.7. Protocol
- 8.4. Trial Monitoring: Monitoring and Control
 - 8.4.1. Monitoring Visit
 - 8.4.1.1. Pre-Study Visit
 - 8.4.1.2. Initiation Visit
 - 8.4.1.3. Monitoring Visit
 - 8.4.1.4. Closing Visit
 - 8.4.2. Remote Monitoring
 - 8.4.3. Monitoring Visit Reports
 - 8.4.4. Data Management Obtaining Results
- 8.5. Real Clinical Practice Studies. RWE
 - 8.5.1. RWE Studies: Design, Analysis, Minimization of Bias
 - 8.5.2. Types of RWE Study
 - 8.5.3. Integration in the Medical Plan
 - 8.5.4. Inquiry and Communication of Results
 - 8.5.5. Current Challenges in the Use of Evidence and Knowledge of RWE
 - 8.5.6. How RWE Can Support Decision Making throughout the Product Life Cycle
 - 8.5.7. *Investigator Initiated Studies/Trials and Research Collaborations*
- 8.6. The Medical Affairs Department
 - 8.6.1. What is the Medical Affairs Department?
 - 8.6.1.1. Purpose and Functions of the Department
 - 8.6.1.2. General Structure of the Department in Different Companies
 - 8.6.1.3. Interactions Between Medical Affairs And Other Departments (Clinical Operations & Commercial Departments)
 - 8.6.1.4. The Relationship of Medical Issues in Terms of Product Life Cycle
 - 8.6.2. Creation of State-of-the-art Data Generation Programs
 - 8.6.3. Medical's Co-leadership Role
 - 8.6.4. Affairs in Cross-functional Pharmaceutical Organizations
- 8.7. Roles in the Medical Affairs Department
 - 8.7.1. Role of the Medical Advisor
 - 8.7.2. Functions of the Medical Advisor
 - 8.7.3. Participation tactics with HCP
 - 8.7.3.1. Advisory Board and Promotion Programs
 - 8.7.3.2. Scientific Publications
 - 8.7.3.3. Planning of Scientific Congresses
 - 8.7.4. Elaboration of a Medical Communication Plan
 - 8.7.5. Design of Medical Product Strategy
 - 8.7.6. Management of Medical Projects and Studies Based on Real Clinical Practice Data (RWE)
 - 8.7.7. Role of the Medical Science Liaison
 - 8.7.7.1. MSL Functions: Medical Communication and Interlocutors
 - 8.7.7.2. Implementation of Medical Projects and Territorial Management
 - 8.7.7.3. Investigator Initiated Studies/Trials and Research Collaborations
 - 8.7.7.4. Scientific Communication and Insights Gathering

- 8.8. Compliance In the Medical Affairs Department
 - 8.8.1. Concept of Compliance in the Medical Department
 - 8.8.1.1. Promotion of Prescription Drugs
 - 8.8.1.2. Interrelation with Health Professionals and Organizations
 - 8.8.1.3. Interrelation with Patient Organizations
 - 8.8.2. Definition of On Label/Off Label
 - 8.8.3. Differences between Commercial Department and Medical Affairs
 - 8.8.4. Code of Good Clinical Practice in Medical Promotion and Information
- 8.9. Medical Reports
 - 8.9.1. Comprehensive Communication Plan
 - 8.9.2. Media and Omnichannel Plan
 - 8.9.3. Integration of the Communication Plan in the Medical Plan
 - 8.9.4. Information Resources in Biomedicine
 - 8.9.4.1. International Sources: Pubmed, Embase, WOS, etc.
 - 8.9.4.2. Sources in Latin America: CSIC , Ibecs, LILACS, Indexes etc.
 - 8.9.4.3. Sources for Locating Clinical Trials: WHO, ClinicalTrials, Cochrane CENTRAL, etc.
 - 8.9.4.4. Drug Information Sources: Bot Plus Web, FDA, etc.
 - 8.9.4.5. Other Resources: Official Bodies, Web Pages, Scientific Societies, Associations, Evaluation Agencies, etc.
- 8.10. Pharmacovigilance
 - 8.10.1. Pharmacovigilance in Clinical Trials
 - 8.10.1.1. Legal Framework and Definitions
 - 8.10.1.2. Adverse Event Management
 - 8.10.2. Notification of Adverse Events, Eudravigilance
 - 8.10.3. Periodic Security Reports
 - 8.10.4. Pharmacovigilance in Other Clinical Trials: Post-authorization Studies

Module 9. Team Leadership in Pharma

- 9.1. Leadership
 - 9.1.1. Introduction to Leadership
 - 9.1.2. Power and Influence
 - 9.1.3. What is Leadership?
 - 9.1.4. Conclusions
- 9.2. Leadership Theory
 - 9.2.1. Leadership Process
 - 9.2.2. Leadership Styles
 - 9.2.3. Leadership Models
 - 9.2.4. Evolution
- 9.3. Leadership Skills
 - 9.3.1. Communication
 - 9.3.2. Commitment
 - 9.3.3. Motivation
 - 9.3.4. Decision Making
- 9.4. Group Management
 - 9.4.1. Organization
 - 9.4.2. Time Management
 - 9.4.3. Planning and Objectives
 - 9.4.4. Equipment Assessment
- 9.5. Skills for Team Management
 - 9.5.1. Goals
 - 9.5.2. Objectives
 - 9.5.3. Time Management
 - 9.5.4. Problem Management
- 9.6. Decision Making
 - 9.6.1. Process
 - 9.6.2. Team Decision Making
 - 9.6.3. Strategic Decisions
 - 9.6.4. Ethical Decisions
- 9.7. Communication, Part of Success
 - 9.7.1. External Communication
 - 9.7.2. Internal Communication
 - 9.7.3. Crisis Communication
 - 9.7.4. Intercultural Communication
- 9.8. Negotiation and Conflict Management
 - 9.8.1. Communication Strategies
 - 9.8.2. Skills
 - 9.8.3. Conflict Management
 - 9.8.4. Team Negotiation

- 9.9. People Development
 - 9.9.1. Equipment
 - 9.9.2. Motivation
 - 9.9.3. Visibility
 - 9.9.4. Conclusions
- 9.10. Common Objective, Project Development
 - 9.10.1. Common Objective, Which One is It?
 - 9.10.2. Multidisciplinary Teams
 - 9.10.3. Building Alliances
 - 9.10.4. Most used Strategies

Module 10. The Business Plan in the Territory

- 10.1. The Business Plan
 - 10.1.1. What is a Business Plan?
 - 10.1.2. Purpose and Objectives of a Business Plan
 - 10.1.3. Why is a Business Plan Important?
 - 10.1.4. When to Make a Business Plan
- 10.2. Context of the Pharmaceutical Industry
 - 10.2.1. Structural Situation of the Pharmaceutical Industry
 - 10.2.2. Key People and Departments in the Development of an Action Plan
 - 10.2.3. General Management
 - 10.2.3.1. Sales Management
 - 10.2.3.2. The Marketing Department
 - 10.2.3.3. Medical Department
 - 10.2.3.4. The Financial Department
 - 10.2.3.5. The Regulatory Department
 - 10.2.4. Current Challenges of the Pharmaceutical Industry
- 10.3. Stages for Defining a Business Plan
 - 10.3.1. Defining Objectives
 - 10.3.2. Product Description: Key Attributes
 - 10.3.3. What Information Do I Need to Make a Plan?
 - 10.3.4. Alignment with Strategy
 - 10.3.5. Define Timings
 - 10.3.6. Defining Resources
 - 10.3.7. Establish Results

- 10.4. Business and Marketing Plan
 - 10.4.1. Commercial Resources to Establish a Plan
 - 10.4.2. Choice of the Plan according to Our Objective
 - 10.4.3. Marketing Strategy: Alignment
 - 10.4.4. Marketing Resources as Leverage
- 10.5. Customer Analysis
 - 10.5.1. Customer Relationship Management
 - 10.5.2. Identifying Customer Needs
 - 10.5.3. Communication With Client
 - 10.5.4. Conclusions
- 10.6. Competitive Analysis
 - 10.6.1. Market Segmentation
 - 10.6.2. Competitive Analysis of Your Product
 - 10.6.3. Commercial Strategies Facing the Competition
 - 10.6.4. Expansion Plans
 - 10.6.5. Defense Plans
- 10.7. Economic Analysis of the Business Plan
 - 10.7.1. Estimation of Costs and Objectives
 - 10.7.2. Investment Sources and Strategies
 - 10.7.3. Financial Risk Analysis
 - 10.7.4. Assessment of Return of Investment
- 10.8. Implementation and Follow-Up of the Business Plan
 - 10.8.1. Agenda of the Business Plan
 - 10.8.2. Process Monitoring and Review Mechanisms According to Evolution
 - 10.8.3. KPI: Objective Performance Indicators
 - 10.8.4. Conclusions
- 10.9. Final Analysis of the Business Plan
 - 10.9.1. Meeting Deadlines
 - 10.9.2. Analysis of Results
 - 10.9.3. Budget Analysis
- 10.10. Pharma Biotech Marketing Plan
 - 10.10.1. Market Analysis
 - 10.10.2. Competition
 - 10.10.3. Target Audience
 - 10.10.4. Brand Positioning

Module 11. Leadership, Ethics and Social Responsibility in Companies

- 11.1. Globalization and Governance
 - 11.1.1. Governance and Corporate Governance
 - 11.1.2. The Fundamentals of Corporate Governance in Companies
 - 11.1.3. The Role of the Board of Directors in the Corporate Governance Framework
- 11.2. *Cross-Cultural Management*
 - 11.2.1. Concept of Cross-Cultural Management
 - 11.2.2. Contributions to the Knowledge of National Cultures
 - 11.2.3. Diversity Management
- 11.3. Sustainability
 - 11.3.1. Sustainability and Sustainable Development
 - 11.3.2. The 2030 Agenda
 - 11.3.3. Sustainable Companies
- 11.4. Responsible Management Systems and Tools
 - 11.4.1. CSR: Corporate Social Responsibility
 - 11.4.2. Essential Aspects for Implementing a Responsible Management Strategy
 - 11.4.3. Steps for the Implementation of a Corporate Social Responsibility Management System
 - 11.4.4. Tools and Standards of CSR
- 11.5. Multinationals and Human Rights
 - 11.5.1. Globalization, Multinational Corporations and Human Rights
 - 11.5.2. Multinational Corporations and International Law
 - 11.5.3. Legal Instruments for Multinationals in the Field of Human Rights
- 11.6. Legal Environment and Corporate Governance
 - 11.6.1. International Rules on Importation and Exportation
 - 11.6.2. Intellectual and Industrial Property
 - 11.6.3. International Labor Law

Module 12. People and Talent Management

- 12.1. Strategic People Management
 - 12.1.1. Strategic Human Resources Management
 - 12.1.2. Strategic People Management
- 12.2. Human Resources Management by Competencies
 - 12.2.1. Analysis of the Potential
 - 12.2.2. Remuneration Policy
 - 12.2.3. Career/Succession Planning
- 12.3. Performance Evaluation and Performance Management
 - 12.3.1. Performance Management
 - 12.3.2. Performance Management: Objectives and Process
- 12.4. Motivation
 - 12.4.1. The Nature of Motivation
 - 12.4.2. Expectations Theory
 - 12.4.3. Needs Theory
 - 12.4.4. Motivation and Financial Compensation
- 12.5. Developing High Performance Teams
 - 12.5.1. High-Performance Teams: Self-Managing Teams
 - 12.5.2. Methodologies for Managing High Performance Self-Managed Teams
- 12.6. Change Management
 - 12.6.1. Change Management
 - 12.6.2. Types of Change Management Processes
 - 12.6.3. Stages or Phases in Change Management
- 12.7. Productivity, Attraction, Retention and Activation of Talent
 - 12.7.1. Productivity
 - 12.7.2. Talent Attraction and Retention Levers

Module 13. Economic and Financial Management

- 13.1. Economic Environment
 - 13.1.1. Macroeconomic Environment and the National Financial System
 - 13.1.2. Financial Institutions
 - 13.1.3. Financial Markets
 - 13.1.4. Financial Assets
 - 13.1.5. Other Financial Sector Entities
- 13.2. Executive Accounting
 - 13.2.1. Basic Concepts
 - 13.2.2. The Company's Assets
 - 13.2.3. The Company's Liabilities
 - 13.2.4. The Company's Net Worth
 - 13.2.5. The Income Statement
- 13.3. Information Systems and Business Intelligence
 - 13.3.1. Fundamentals and Classification
 - 13.3.2. Cost Allocation Phases and Methods
 - 13.3.3. Choice of Cost Center and Impact
- 13.4. Budget and Management Control
 - 13.4.1. The Budgetary Model
 - 13.4.2. The Capital Budget
 - 13.4.3. The Operating Budget
 - 13.4.5. The Cash Budget
 - 13.4.6. Budget Monitoring
- 13.5. Financial Management
 - 13.5.1. The Company's Financial Decisions
 - 13.5.2. The Financial Department
 - 13.5.3. Cash Surpluses
 - 13.5.4. Risks Associated with Financial Management
 - 13.5.5. Risk Management of the Financial Management

- 13.6. Financial Planning
 - 13.6.1. Definition of Financial Planning
 - 13.6.2. Actions to Be Taken in Financial Planning
 - 13.6.3. Creation and Establishment of the Business Strategy
 - 13.6.4. The Cash Flow Chart
 - 13.6.5. The Working Capital Chart
- 13.7. Corporate Financial Strategy
 - 13.7.1. Corporate Strategy and Sources of Financing
 - 13.7.2. Corporate Financing Financial Products
- 13.8. Strategic Financing
 - 13.8.1. Self-financing
 - 13.8.2. Increase in Shareholder's Equity
 - 13.8.3. Hybrid Resources
 - 13.8.4. Financing through Intermediaries
- 13.9. Financial Analysis and Planning
 - 13.9.1. Analysis of the Balance Sheet
 - 13.9.2. Analysis of the Income Statement
 - 13.9.3. Profitability Analysis
- 13.10. Analyzing and Solving Cases/Problems
 - 13.10.1. Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

Module 14. Commercial Management and Strategic Marketing

- 14.1. Commercial Management
 - 14.1.1. Conceptual Framework of Commercial Management
 - 14.1.2. Commercial Strategy and Planning
 - 14.1.3. The Role of Sales Managers
- 14.2. Marketing
 - 14.2.1. The Concept of Marketing
 - 14.2.2. The Basic Elements of Marketing
 - 14.2.3. Marketing Activities in Companies
- 14.3. Strategic Marketing Management
 - 14.3.1. The Concept of Strategic Marketing
 - 14.3.2. Concept of Strategic Marketing Planning
 - 14.3.3. Stages in the Process of Strategic Marketing Planning

- 14.4. Digital Marketing and e-Commerce
 - 14.4.1. Objectives of Digital Marketing and e-Commerce
 - 14.4.2. Digital Marketing and the Media It Uses
 - 14.4.3. E-Commerce. General Context
 - 14.4.4. Categories of e-Commerce
 - 14.4.5. Advantages and Disadvantages of e-Commerce Compared to Traditional Commerce
- 14.5. Digital Marketing to Reinforce a Brand
 - 14.5.1. Online Strategies to Improve Brand Reputation
 - 14.5.2. *Branded Content and Storytelling*
- 14.6. Digital Marketing to Attract and Retain Customers
 - 14.6.1. Loyalty and Engagement Strategies Using the Internet
 - 14.6.2. Visitor Relationship Management
 - 14.6.3. Hypersegmentation
- 14.7. Digital Campaign Management
 - 14.7.1. What Is a Digital Advertising Campaign?
 - 14.7.2. Steps to Launch an Online Marketing Campaign
 - 14.7.3. Mistakes in Digital Advertising Campaigns
- 14.8. Sales Strategy
 - 14.8.1. Sales Strategy
 - 14.8.2. Sales Methods
- 14.9. Corporate Communication
 - 14.9.1 Concept
 - 14.9.2. The Importance of Communication in the Organization
 - 14.9.3. Type of Communication in the Organization
 - 14.9.4. Functions of Communication in the Organization
 - 14.9.5. Elements of Communication
 - 14.9.6. Problems of Communication
 - 14.9.7. Communication Scenarios
- 14.10. Digital Communication and Reputation
 - 14.10.1. Online Reputation
 - 14.10.2. How to Measure Digital Reputation?
 - 14.10.3. Online Reputation Tools
 - 14.10.4. Online Reputation Report
 - 14.10.5. Online Branding

Module 15. Executive Management

- 15.1. General Management
 - 15.1.1. The Concept of General Management
 - 15.1.2. The Role of the CEO
 - 15.1.3. The CEO and their Responsibilities
 - 15.1.4. Transforming the Work of Management
- 15.2. Manager Functions: Organizational Culture and Approaches
 - 15.2.1. Manager Functions: Organizational Culture and Approaches
- 15.3. Operations Management
 - 15.3.1. The Importance of Management
 - 15.3.2. Value Chain
 - 15.3.3. Quality Management
- 15.4. Public Speaking and Spokesperson Education
 - 15.4.1. Interpersonal Communication
 - 15.4.2. Communication Skills and Influence
 - 15.4.3. Communication Barriers
- 15.5. Personal and Organizational Communication Tools
 - 15.5.1. Interpersonal Communication
 - 15.5.2. Interpersonal Communication Tools
 - 15.5.3. Communication in the Organization
 - 15.5.4. Tools in the Organization
- 15.6. Communication in Crisis Situations
 - 15.6.1. Crisis
 - 15.6.2. Phases of the Crisis
 - 15.6.3. Messages: Contents and Moments
- 15.7. Preparation of a Crisis Plan
 - 15.7.1. Analysis of Possible Problems
 - 15.7.2. Planning
 - 15.7.3. Adequacy of Personnel
- 15.8. Personal Branding
 - 15.8.1. Strategies for Personal Brand Development
 - 15.8.2. Personal Branding Laws
 - 15.8.3. Tools for Creating Personal Brands

06

Methodology

This 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.

“

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 assess 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

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

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 prepared with unprecedented success in all clinical specialties regardless of surgical load. Our educational 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 adapted in 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 assess and re-assess 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.



07 Certificate

The MBA in Pharma Biotech Business Management guarantees, in addition to the most rigorous and up-to-date education, access to a Professional Master's Degree issued by TECH Global University.





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

This private qualification will allow you to obtain a **in MBA 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.

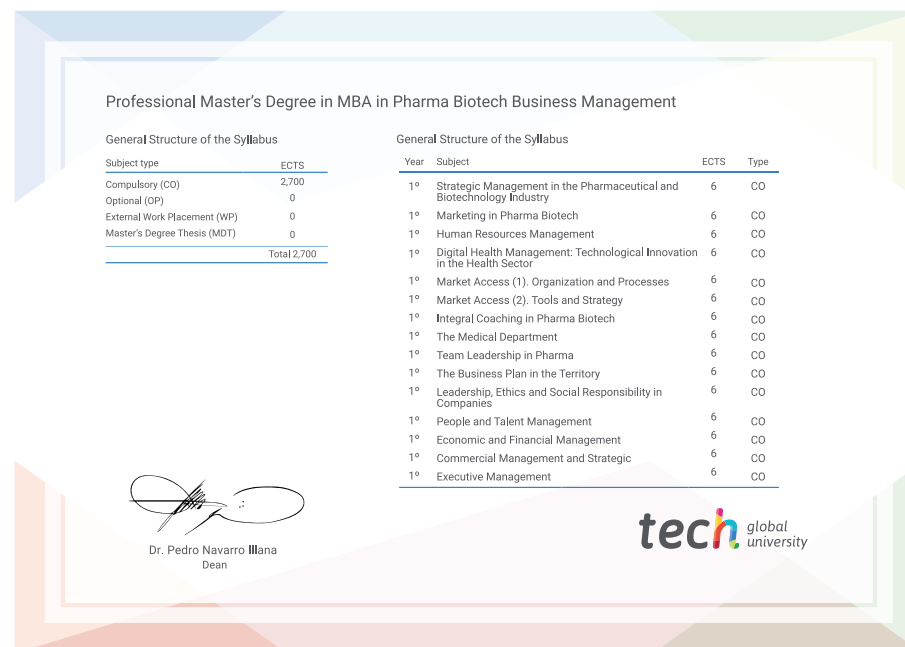
This **TECH Global University private qualification**, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Professional Master's Degree MBA in Pharma Biotech Business Management**

Modality: **online**

Duration: **12 months**

Accreditation: **90 ECTS**



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



Professional Master's Degree

MBA in Pharma Biotech
Business Management

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Credits: 90 ECTS
- » Schedule: at your own pace
- » Exams: online

Professional Master's Degree

MBA in Pharma Biotech
Business Management