Professional Master's Degree

MBA in Pharma Biotech Business Management

tech technological university

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Professional Master's Degree

MBA in Pharma Biotech Business Management

- Modality: **online**
- Duration: **12 months**
- Certificate: **TECH Technological University**
- Dedication: **8h/week**
- Schedule: **at your own pace**
- Exams: **online**

Website: www.techtitute.com/pk/medicine/professional-master-degree/master-mba-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.

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 **Professional Master's Degree in MBA in Pharma Biotech Business Management** contains the most complete and up-to-date scientific program on the market. The most important features include:

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

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"

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.

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

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

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

02

Objectives

The 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.

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

General Objectives

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

Specific Objectives

Module 1. Strategic Management in the Pharmaceutical and Biotechnology Industry

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

Module 2. 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. Control, Finance and Operation

- Evaluate financial efficiency
- 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 health care
- 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 the structure, organization and functions of the National Health System
- Describe the marketing authorization process of a new drug and identify the Spanish and European health authorities involved in the process
- Analyze the national and international health technology assessment agencies
- Identify the 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 the processes of public purchase of medicines in the Spanish healthcare system
- Know 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 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 pharmacoeconomics
- Delve into the economic analysis of a drug, differentiating between partial and complete economic evaluations

Module 7. Integral Coaching in Pharma Biotech

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

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 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
- To 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

Module 10. The Business Plan in the Territory

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

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.

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
- Optimize The Supply Chain
- Ensure regulatory compliance
- 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

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.

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"

Management

Mr. Cardenal Otero, César

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

Professors

Mr. Cobo Sainz, Manuel

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

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

Ms. Armesto Alonso, Susana

- Medical Service, Marqués de Valdecilla University Hospital
- President of the Astur-Cantabrian-Castellano-Leonese Society of Dermatology

- Co-author of the book Economic Evaluation of Hospital Hyperbaric Medicine
- Degree in Medicine and Surgery from the University of Salamanca
- Doctor of Dermatology, University of Oviedo
- Master's Degree in Health Management
- Member of: AEDV Board of Directors

Ms. Restovic, Gabriela

- Public health technology evaluator for the Innovation Department of Hospital Clinic de Barcelona
- Associate Director of Market Acess 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

Mr. Rojas Palacio, Fernando

- Founder and CEO of Navandu Technologies
- Founder of the international consulting firm Brigital 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

Ms. Caloto González, M.ª Teresa

- Market Access Consultant
- Subdirectorate 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 in Health and Environment, Autonomous University of Madrid
- Master's Degree in Public Health from the Autonomous University of Madrid
- Master in Pharmacoeconomics and Health Economics, Pompeu Fabra University, Barcelona

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

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.

05

Structure and Content

The Master's Degree in MBA in Pharma Biotech 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 6 Types of generating of Value in the Company
- 1.3.2 Performance in the Company
- 1.3.3 Ejemplos del sector
- 1.3.4 Conclusions

1.4. The Pharmaceutical and Biotechnology Business Environment
- 1.4.1 VUCA Environment
- 1.4.2 SWOT Analysis
- 1.4.3 M. Porter's 5 Forces Analysis
- 1.4.4 SWOT Analysis

1.5. Internal Analysis
- 1.5.1 Analysis of the Value Chain
- 1.5.2 Analysis of Skills and Resources
- 1.5.3 VRIO Analysis:
- 1.5.4 Conclusions

1.6. Strategic Business Unit Strategies
- 1.6.1 Strategic Business Unit Strategies
- 1.6.2 The Competitive Advantage
- 1.6.3 Types of Strategies According to their Competitive Advantage
- 1.6.4 Conclusions

1.7. Corporate Strategy and Diversification
- 1.7.1 Corporate Strategy
- 1.7.2 Business Portfolio Strategy
- 1.7.3 Growth Strategies
- 1.7.4 Most used strategies

1.8. Internationalization Strategies
- 1.8.1 International Strategy of a Company
- 1.8.2 The Globalization of the Economy
- 1.8.3 Risks from Internationalization
- 1.8.4 Benefits of internalization

1.9. Strategic Alliances, Takeovers and Mergers
- 1.9.1 External vs. Internal Growth Strategy
- 1.9.2 Partnerships in the Pharmaceutical Industry
- 1.9.3 Mergers in the Sector
- 1.9.4 Sector acquisitions

1.10. Ethics and Corporate Social Responsibility
- 1.10.1 Business Ethics
- 1.10.2 Environmental Sustainability
- 1.10.3 Social Responsibility
- 1.10.4 Sustainable Economy

Module 2. 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 Programs to support brand strategies: 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 novelties

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. Control, Finance and Operation

3.1. Cost Management
- 3.1.1 Production Costs Control
- 3.1.2 Optimizing production costs
- 3.1.3 Marketing
- 3.1.4 Distribution

3.2. Product profitability analysis
- 3.2.1 Quantitative Analysis
- 3.2.2 Qualitative Analysis
- 3.2.3 Profitability Assessment
- 3.2.4 Conclusions

3.3. Supply Chain Management
- 3.3.1 Supply Chain Assessment
- 3.3.2 Control of the Supply Chain
- 3.3.3 Production
- 3.3.4 Logistics

3.4. Inventory Management
- 3.4.1 Inventory control
- 3.4.2 Inventory optimization
- 3.4.3 Inventory analysis
- 3.4.4 Conclusions

3.5. Quality Control
- 3.5.1 Quality Systems
- 3.5.2 Security/Safety
- 3.5.3 Efficacy
- 3.5.4 Efficiency

3.6. Risk Management
- 3.6.1 Identification
- 3.6.2 Risk Assessment
- 3.6.3 Risk Management
- 3.6.4 Operational and regulatory issues associated with the pharmaceutical and biotechnology industry

3.7. Investment Analysis
- 3.7.1 Assessment of financial viability
- 3.7.2 Strategy of the Investment Projects
- 3.7.3 Development of New Products
- 3.7.4 Expansion to new markets

3.8. Control of research and development expenses
- 3.8.1 Expense tracking
- 3.8.2 Expense Control
- 3.8.3 Analysis of Expenses
- 3.8.4 Conclusions

3.9. Intellectual Property Management
- 3.9.1 Assessment of Market Trends
- 3.9.2 The Competition
- 3.9.3 The Demand for Products
- 3.9.4 Pricing Strategies

3.10. Project Management
- 3.10.1 Education
- 3.10.2 Monitoring
- 3.10.3 Strategic Projects Management
- 3.10.4 Operative Projects Management

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 health
- 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. Health System in Spain
- 5.2.1 National Health System (NHS). Organization, Structure and Functions
- 5.2.2 Health care expenses and drug expenses
- 5.2.3 Regional Health Service
- 5.2.4 Organization, Structure and Functions

5.3. Authorization and registration of new drugs
- 5.3.1 Health Authorities
- 5.3.2 European Medicines Agency (EMA)
- 5.3.3 New drug marketing authorization process: centralized, decentralized and mutual recognition processes.

5.4. Evaluation of new drugs at national level
- 5.4.1 Health Technology Assessment Agencies.
- 5.4.2 Relations
- 5.4.3 Europe
- 5.4.4 Therapeutic Positioning Reports(TPR)
- 5.4.5 Decision makers and influencers

5.5. Other new drug evaluations
- 5.5.1 GENESIS group evaluations
- 5.5.2 Regional evaluations
- 5.5.3 Evaluations in hospital pharmacies: Pharmacy and Therapeutics Committees.
- 5.5.4 Other evaluations

5.6. From drug approval to availability to the patient
- 5.6.1 New drug pricing and reimbursement application process
- 5.6.2 Marketing and financing conditions
- 5.6.3 Procedure for access to medicines at hospital level
- 5.6.4 Access procedure for drugs dispensed in street pharmacies.
- 5.6.5 Access to generic and biosimilar drugs.

5.7. Drug Financing
- 5.7.1 Traditional versus new financing schemes
- 5.7.2 Innovative agreements
- 5.7.3 Risk-sharing agreements (RSAs)
- 5.7.4 Types of ARC
- 5.7.5 Criteria for ARC selection

5.8. Medication Purchasing Process
- 5.8.1 Public contracting
- 5.8.2 Centralized Purchasing of Medicines and Medical Devices
- 5.8.3 Framework agreements
- 5.8.4 Conclusions

5.9. Market Access Department (1). Professional Profiles
- 5.9.1 Evolution of the Market Access professional profile
- 5.9.2 Professional profiles in Market Access
- 5.9.3 Market Access Manager
- 5.9.4 Pharmacoeconomics
- 5.9.5 Pricing
- 5.9.6 *Key Account Manager*

5.10. Market Access Department (2). Interaction with other departments of the pharmaceutical industry
- 5.10.1 Marketing and Sales
- 5.10.2 Medical Department
- 5.10.3 Institutional Relations
- 5.10.4 *Regulatory*
- 5.10.5 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 health care 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 To know the current situation through the tool "THE WAY 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 for goal setting questions
- 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. 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 is
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 Define 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

Take this Master's Degree and obtain the most updated knowledge in strategic management in a constantly growing industry such as pharmaceuticals"

06

Methodology

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

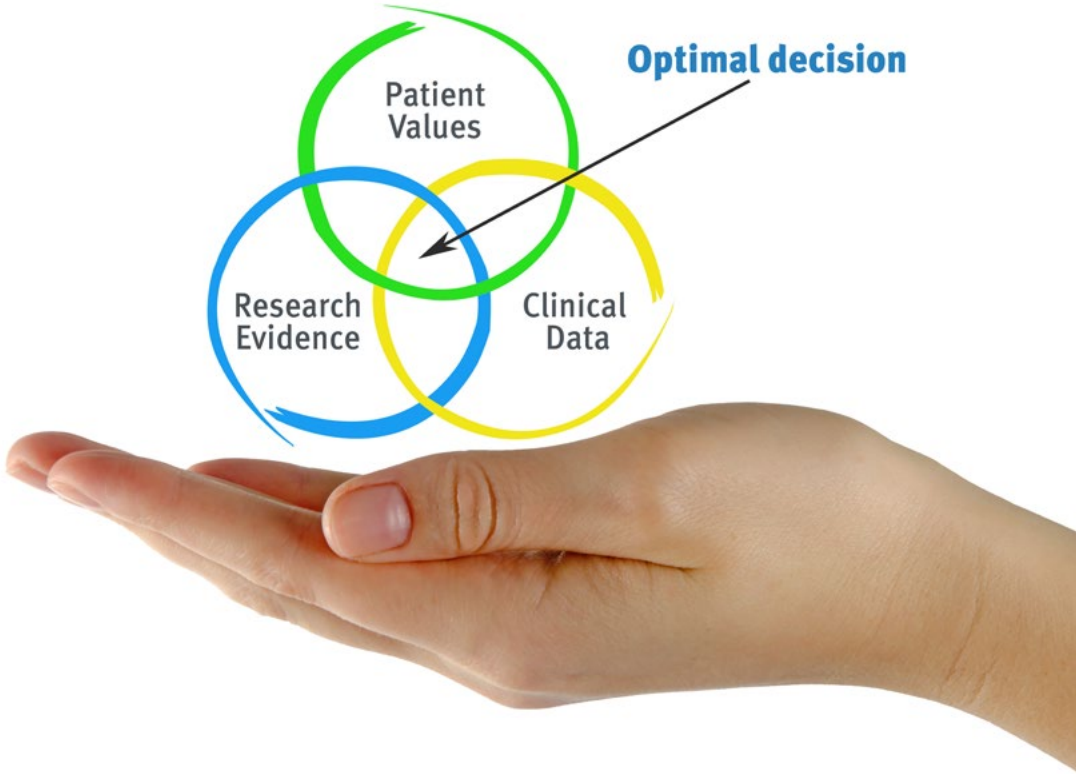
This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

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 Methodology

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:

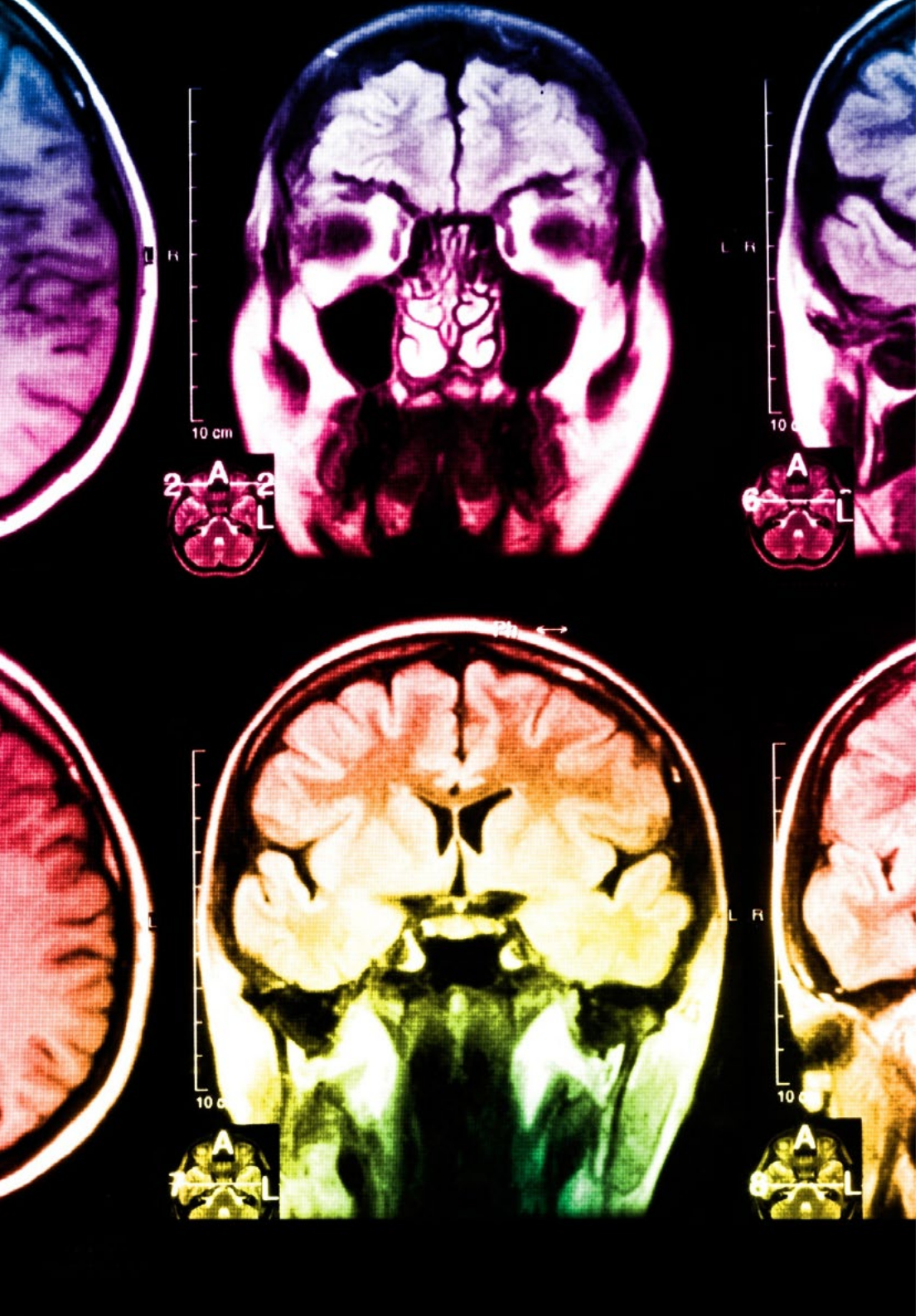
1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that evaluate real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better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

Relearning Methodology

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

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

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



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

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

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

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

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

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

Study Material

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

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

Surgical Techniques and Procedures on Video

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

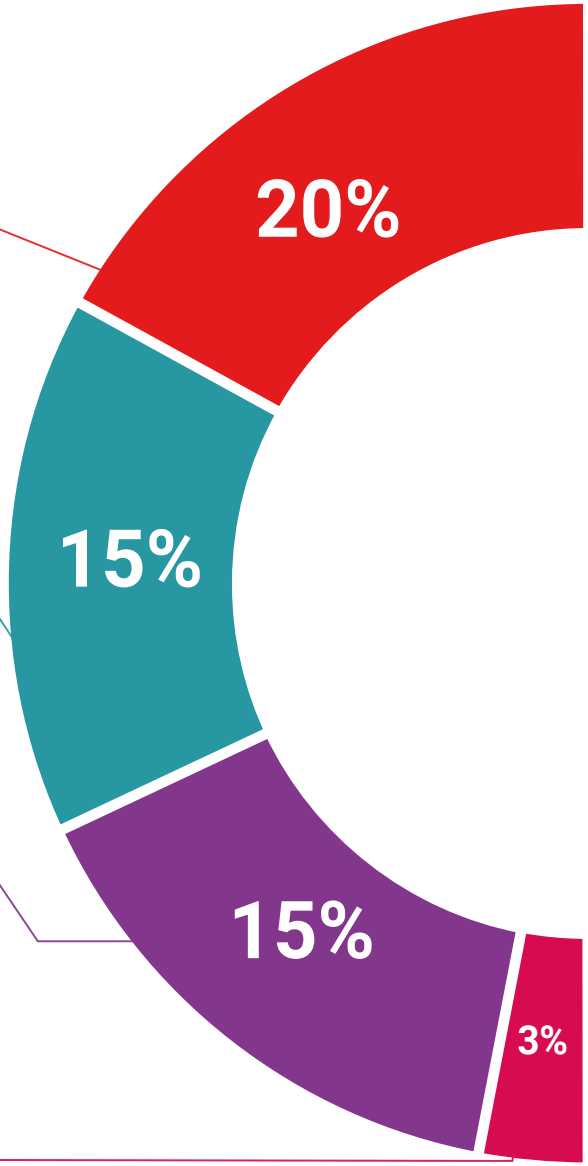
Interactive Summaries

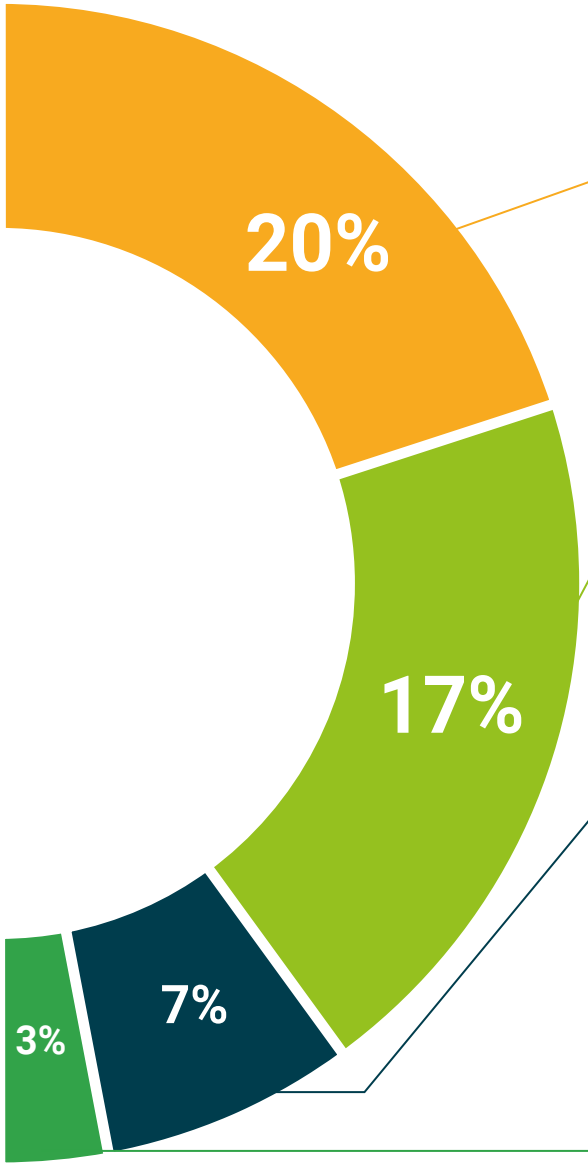
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

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

Additional Reading

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





Expert-Led Case Studies and Case Analysis

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

Testing & Retesting

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

Classes

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

Quick Action Guides

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

07

Certificate

The Professional Master's Degree 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 Technological University.

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

This **Professional Master's Degree in MBA in Pharma Biotech Business Management** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Professional Master's Degree** issued by **TECH Technological University** via tracked delivery*.

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

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

Official Nº of hours: **1,500 h.**

tech technological university

Awards the following

CERTIFICATE

to

Mr./Ms. _____, with identification number _____.

For having successfully passed and accredited the following program

PROFESSIONAL MASTER'S DEGREE

in

MBA in Pharma Biotech Business Management

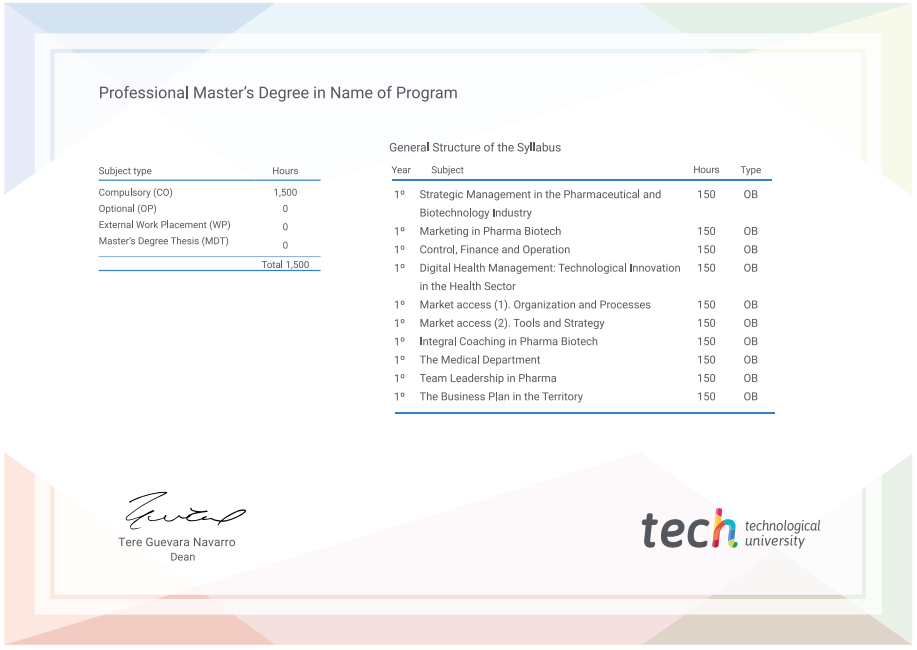
This is a qualification awarded by this University, equivalent to 1,500 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

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: AFWOR023S techtitute.com/certificates


Professional Master's Degree in Name of Program

Subject type	Hours
Compulsory (CO)	1,500
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
	Total 1,500

General Structure of the Syllabus

Year	Subject	Hours	Type
1º	Strategic Management in the Pharmaceutical and Biotechnology Industry	150	OB
1º	Marketing in Pharma Biotech	150	OB
1º	Control, Finance and Operation	150	OB
1º	Digital Health Management: Technological Innovation in the Health Sector	150	OB
1º	Market access (1). Organization and Processes	150	OB
1º	Market access (2). Tools and Strategy	150	OB
1º	Integral Coaching in Pharma Biotech	150	OB
1º	The Medical Department	150	OB
1º	Team Leadership in Pharma	150	OB
1º	The Business Plan in the Territory	150	OB

Tere Guevara Navarro
Dean

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

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Professional Master's Degree

MBA in Pharma Biotech Business Management

- Modality: **online**
- Duration: **12 months**
- Certificate: **TECH Technological University**
- Dedication: **16h/week**
- Schedule: **at your own pace**
- Exams: **online**

Professional Master's Degree

MBA in Pharma Biotech Business Management

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