

# Postgraduate Certificate Business Plan in Pharma Biotech for Nursing



## Postgraduate Certificate Business Plan in Pharma Biotech for Nursing

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

Website: [www.techtute.com/us/nursing/postgraduate-certificate/business-plan-pharma-biotech-nursing](http://www.techtute.com/us/nursing/postgraduate-certificate/business-plan-pharma-biotech-nursing)

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# 01

# Introduction

In such a competitive and technologically advanced environment as the pharmaceutical biotechnology field, a sound business plan is essential. This allows companies in the sector to have a clear vision of their objectives, identify opportunities and establish competitive strategies to achieve success. Therefore, it is crucial that nurses have extensive and up-to-date knowledge in their development to position themselves at the forefront of the Pharma Biotech industry. To this end, TECH has developed this program, with which the student will explore in depth each of the stages that make up the design of a business plan. In addition, you will enjoy 100% online learning that will help you coordinate your daily responsibilities with your studies.



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*You will define objectives, strategies and resources to achieve success in the pharmaceutical industry thanks to this 100% online Postgraduate Certificate"*

In the Pharma Biotech industry, the business plan plays a crucial role in defining an organization's distinctive value proposition, highlighting scientific and technological innovation in the creation of new products and therapies. In this way, a sound strategy helps companies in this sector to demonstrate their ability to address major healthcare challenges and offer innovative solutions. In addition, it is also essential to attract investors and obtain the necessary funding to carry out research and development of pharmacological advances.

In this context, nurses are indispensable, as they can combine their clinical expertise with business skills to drive innovation, make strategic decisions and contribute to the development of advanced therapeutic solutions. Therefore, professionals with broad business skills are highly sought after in the Pharma Biotech industry. Accordingly, TECH has designed this program, through which the student will delve into the stages of developing a business plan, the keys to customer analysis or the study of competitors' activities. In this way, it will enhance its growth in this demanding sector.

Since this program is offered in a 100% online format, nurses will enjoy the flexibility of accessing a variety of multimedia materials, such as explanatory videos and interactive summaries, anytime, anywhere. In addition, they will study using the Relearning method, in this way ensuring a high quality educational process adapted to the learning pace of each student.

This **Postgraduate Certificate in Business Plan in Pharma Biotech for Nursing** contains the most complete and up-to-date scientific program on the market. The most important features include:

- ♦ The development of case studies presented by Pharma Biotech specialists
- ♦ 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



*Delve into the context and current challenges facing the Pharma Biotech sector and delve into the development of effective business plans to apply them in your company"*



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*Optimize your learning process through didactic formats such as video or interactive summaries”*

*Find out how to select the right strategies and resources to achieve your objectives in the pharmaceutical market.*

*TECH's Relearning method will allow you to study at your own pace, without external teaching limitations.*

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 educational year. For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.



# 02 Objectives

The main objective of this program is to provide the nurse with the knowledge and skills necessary to develop sound and effective strategic plans in the field of pharmaceutical biotechnology. In this way, you will gain a better understanding of the market, integrate innovation and technology into the organization and manage the company strategically in a highly specialized and regulated environment.





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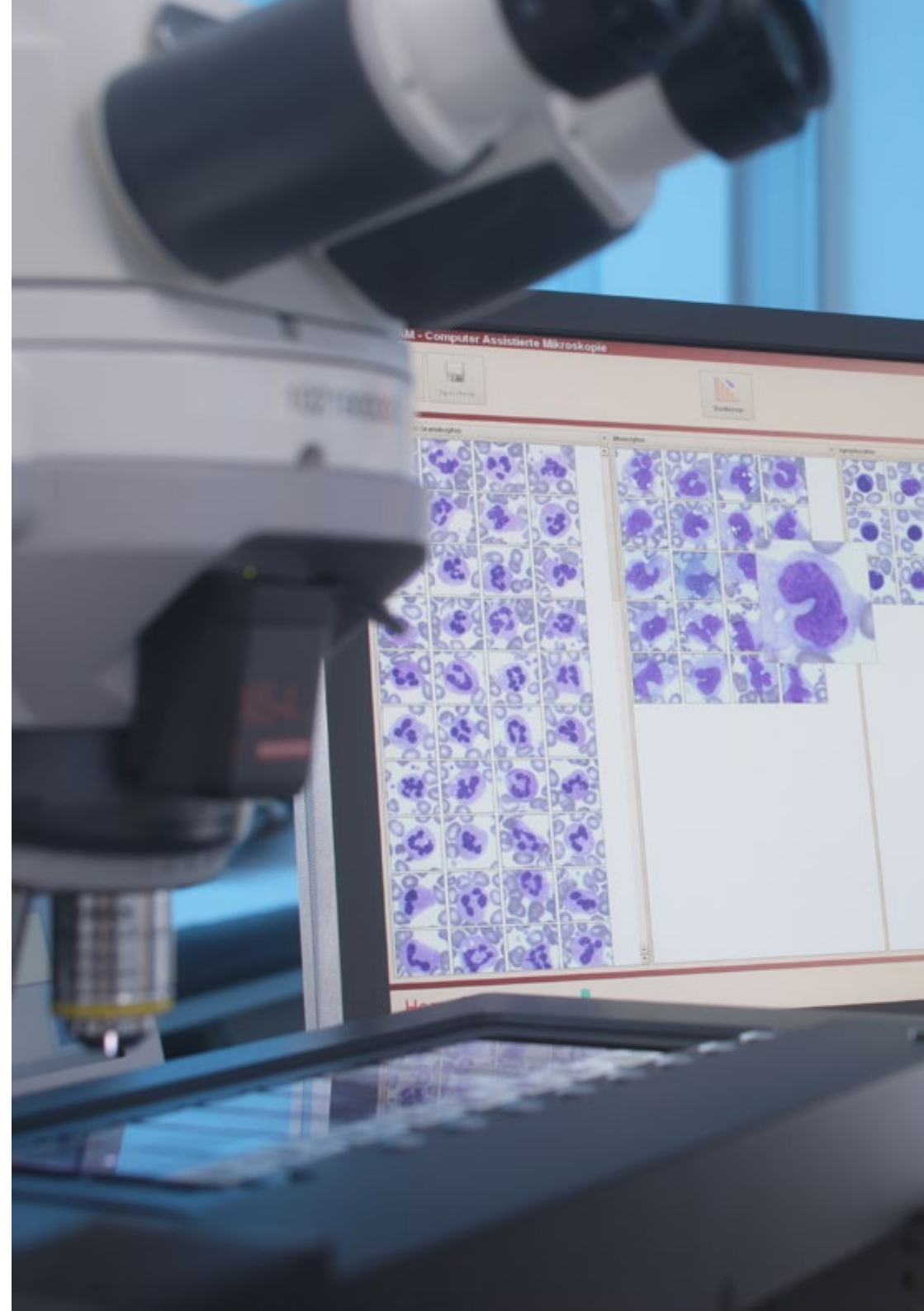
*Know the methods to perform competitive analysis of commercial strategies and expansion plans in the Pharma Biotech industry"*

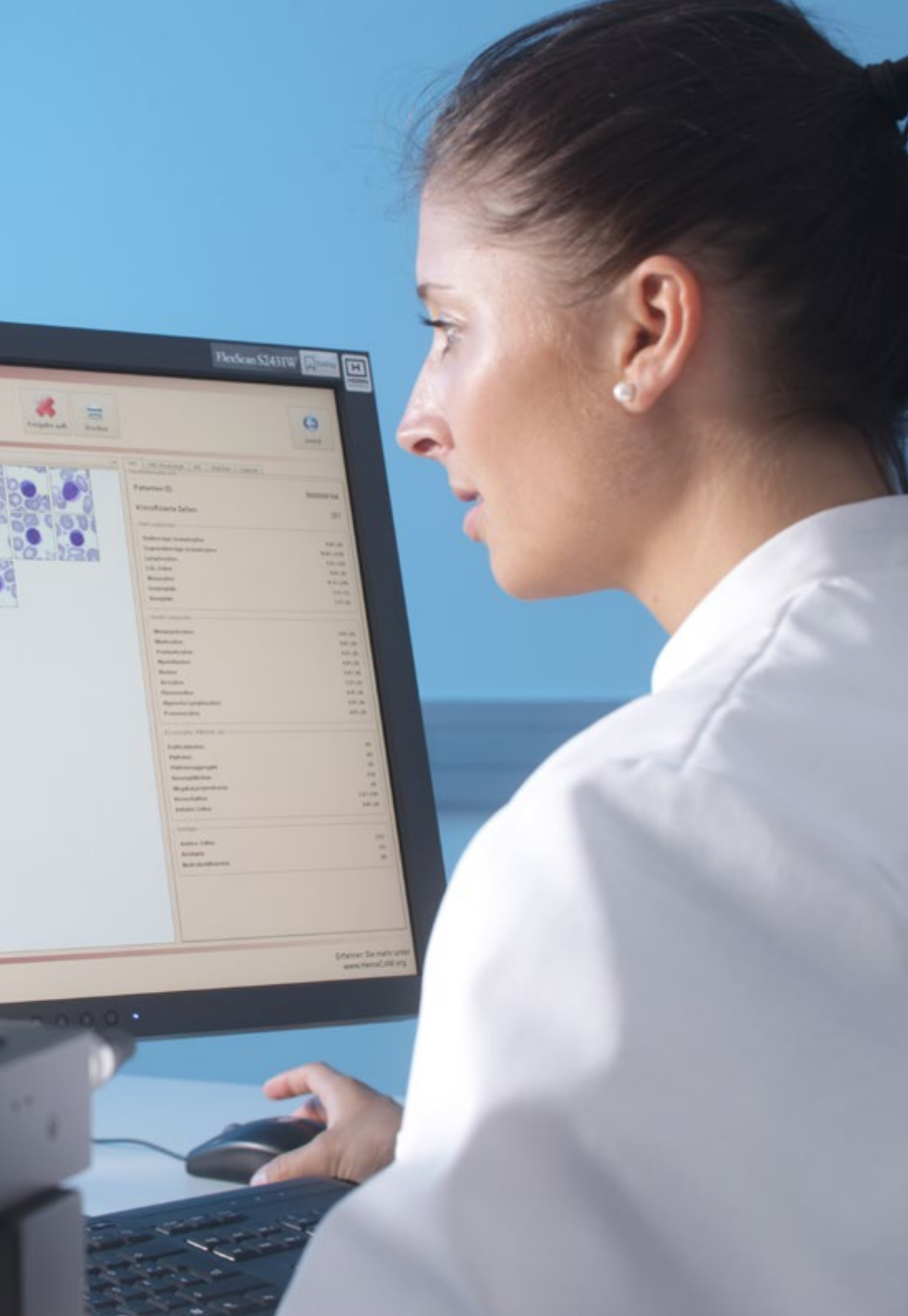


## General Objectives

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





## Specific Objectives

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



*With this program, you will estimate costs, evaluate investments and analyze financial risks to maximize the return on investment of the Pharma Biotech company"*

03

# Course Management

This Postgraduate Certificate will be composed of a distinguished teaching staff, made up of renowned specialists in the fields of the pharmaceutical industry, medicine and business. These professors, with an advanced educational approach, have extensive work experience, which will guarantee students the acquisition of outstanding knowledge from leading experts in each of the fields of the Biotech sector.





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*Update and expand your knowledge about the Business Plan in Pharma Biotech with the best experts in the field"*

## 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
- Distinguished grade in the Inspiring Leadership through Emotional Intelligence course at Case Western Reserve University
- Postgraduate Degree in Management and Health of the Pharmaceutical Industry of 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, University of Cantabria, Spain
- Postgraduate Certificate in Business Administration from the University of Cantabria

## Professors

### Mr. Ribas Guardiola, Xavi

- Product Manager at Amgen
- Pharma and Biotech Pharmacist
- Product Specialist at Celgene
- Degree in Pharmacy from the University of Barcelona
- Postgraduate Degree in Management and Health of the Pharmaceutical Industry of the European University
- University Course in Administration, Organization and Management of Health Services at the European University





# 04

# Structure and Content

The program's syllabus will provide students with the tools and knowledge necessary to develop sound and effective business plans. To this end, the fundamental aspects of business strategy, marketing, financial and competitive analysis will be addressed. In addition, it will be conducted 100% online, through specialized reading materials and interactive summaries that can be accessed from anywhere, just with a device connected to the Internet.



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*Update yourself at your own pace  
of study thanks to the revolutionary  
Relearning system that only TECH offers"*



## Module 1. The Business Plan in The Territory

- 1.1. Business Plans
  - 1.1.1. What is a Business Plan?
  - 1.1.2. Purpose and Objectives of Business Plans
  - 1.1.3. Why Is It Important to Make a Business Plan?
  - 1.1.4. When Should We Make a Business Plan?
- 1.2. Pharmaceutical Industry Context
  - 1.2.1. Structural Situation of The Pharmaceutical Industry
  - 1.2.2. Key People and Departments in The Development of a Plan of Action:
    - 1.2.3. General Management
      - 1.2.3.1. Sales Management
      - 1.2.3.2. Marketing Department
      - 1.2.3.3. Medical Department
      - 1.2.3.4. Financial Department
      - 1.2.3.5. Regulatory Department
    - 1.2.4. Current Challenges Facing The Pharmaceutical Industry
- 1.3. Stages for Defining a Business Plan
  - 1.3.1. Define Objectives
  - 1.3.2. Product Description: Key Attributes
  - 1.3.3. What Information Do I Need to Make a Plan?
  - 1.3.4. Alignment with Strategy
  - 1.3.5. Define Timings
  - 1.3.6. Define Resources
  - 1.3.7. Establish Results
- 1.4. Business and Marketing Plan
  - 1.4.1. Business Resources to Set Up a Plan
  - 1.4.2. Choice of the Plan According to Our Objective
  - 1.4.3. Marketing Strategy: Alignment
  - 1.4.4. Marketing Resources as Leverage





- 1.5. Customer Analysis
  - 1.5.1. Customer Relationship Management
  - 1.5.2. Identify Customer Needs
  - 1.5.3. Communication With Client
  - 1.5.4. Conclusions
- 1.6. Competitive Analysis
  - 1.6.1. Market Segmentation
  - 1.6.2. Competitive Analysis of Your Product
  - 1.6.3. Commercial Strategies vs. The Competition
  - 1.6.4. Expansion Plans
  - 1.6.5. Defense Plans
- 1.7. Economic Analysis of The Business Plan
  - 1.7.1. Estimation of Costs and Objectives
  - 1.7.2. Investment Sources and Strategies
  - 1.7.3. Financial Risk Analysis
  - 1.7.4. Return on Investment Assessment
- 1.8. Implementation and Follow-Up of the Business Plan
  - 1.8.1. Business Plan Agenda
  - 1.8.2. Process Monitoring and Review Mechanisms According to Evolution
  - 1.8.3. KPI: Objective Performance Indicators
  - 1.8.4. Conclusions
- 1.9. Final Analysis of The Business Plan
  - 1.9.2. Compliance with Deadlines
  - 1.9.3. Analysis of Results
  - 1.9.4. Budget Analysis
- 1.10. Pharma Biotech Marketing Plan
  - 1.10.1. Market Analysis
  - 1.10.2. Competition
  - 1.10.3. Target Audience
  - 1.10.4. Brand Positioning

05

# Methodology

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

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







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*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## At TECH Nursing School we use the Case Method

In a given situation, what should a professional do? 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. Nurses learn better, faster, and more sustainably over time.

*With TECH, nurses can experience a learning methodology 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, in an attempt to recreate the real conditions in professional nursing practice.

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*Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method”*

The effectiveness of the method is justified by four fundamental achievements:

1. Nurses who follow this method not only grasp concepts, but also develop their mental capacity, by evaluating real situations and applying their knowledge.
2. The learning process has a clear focus on practical skills that allow the nursing professional to better integrate knowledge acquisition into the hospital setting or primary care.
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 case studies with a 100% online learning system based on repetition combining a minimum of 8 different elements in each lesson, which is a real revolution compared to the simple study and analysis of cases.



*The nurse will learn through real cases and by solving 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 we have trained more than 175,000 nurses with unprecedented success in all specialities regardless of practical workload. 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 really 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.



### Nursing Techniques and Procedures on Video

We introduce you to the latest techniques, to the latest educational advances, 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 them as many times as you want.



### 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 suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



**Quick Action Guides**

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



06

# Certificate

The Postgraduate Certificate in Business Plan in Pharma Biotech for Nursing guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.





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

This program will allow you to obtain your **Postgraduate Certificate in Business Plan in Pharma Biotech for Nursing** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

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

Title: **Postgraduate Certificate in Business Plan in Pharma Biotech for Nursing**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
development language  
virtual classroom



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