

# Postgraduate Certificate

Control, Finance and Operation  
in Pharma Biotech for Nursing



## PostgraduateCertificate Control, Finance and Operation 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/control-finance-operation-pharma-biotech-nursing](http://www.techtute.com/us/nursing/postgraduate-certificate/control-finance-operation-pharma-biotech-nursing)

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# 01

# Introduction

Efficient management of operations and financial resources enables companies in the Pharma Biotech industry to optimize production processes and reduce costs. As a result, companies achieve maximum profitability and increase their economic benefits. In this context, it is crucial for the professional to have a high level of knowledge in this field in order to lead organizations in the sector to success. For this reason, TECH has created this program, a 100% online educational program that allows students to delve into the most relevant organizational and financial aspects. In addition, its 100% online methodology will enable you to combine your daily activities with your learning, since they are not subject to pre-established schedules.



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*Identify, throughout this program, revolutionary techniques with which you will control and optimize production, marketing and distribution costs to maximize the efficiency of the Pharma Biotech company"*

The financial aspect plays a crucial role in the viability and success of companies in the Pharma Biotech sector, since proper financial management enables investment in research and contributes to the development of new drugs and innovative therapies. On the other hand, operational efficiency is fundamental in the production and distribution of products, ensuring agile manufacturing and reducing lead times for their creation. In this way, knowing the most cutting-edge strategies in the management of these areas is essential for the nurses who wish to carry out their professional activity in this healthcare field.

That is why TECH has created this program, which leads the student to delve into the latest advances in operations control and finance in the Pharma Biotech environment. Through this program, you will delve into sophisticated strategies for cost and supply chain management. It will also delve into techniques for investment analysis and risk management.

This Postgraduate Certificate will be offered in a 100% online format, allowing students to learn with innovative materials such as interactive summaries and specialized readings. In addition, the Relearning methodology is implemented, which enables the nurse to reduce the long hours of study and study more effectively.

This **Postgraduate Certificate in Control, Finance and Operation 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 self-assessment can be used to improve learning
- ◆ Its special emphasis on innovative methodologies
- ◆ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ◆ Content that is accessible from any fixed or portable device with an Internet connection



*You will incorporate into your work practice the most up-to-date knowledge on profitability analysis by product and evaluate quantitative and qualitative aspects to improve the profitability of your organization"*

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*Thanks to TECH, you will evaluate and control every stage of the supply chain, from production to logistics, to ensure the efficiency and quality of your products”*

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.

*With this Postgraduate Certificate, you will have mastery of quality systems, ensuring safety, effectiveness and efficiency in the processes to meet the most demanding standards.*

*You'll delve into key strategies for efficient inventory management, with a 100% online program.*



02

# Objectives

The main objective of this program is to provide the nurses with the most up-to-date knowledge and skills needed in each of the areas and functions present in the pharmaceutical and biotechnology industries. In this context, the nurse will be prepared to perform effective management in key departments to ensure regulatory compliance, economic viability, operational efficiency and strategic decision making in their organization.





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*You will identify, assess and manage operational and regulatory risks associated with the pharmaceutical and biotechnology industry, minimizing negative impacts and maximizing opportunities”*



## 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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- ◆ Know the usefulness of market segmentation and levels of approximation
- ◆ Differentiate between end-consumer markets and segmentation based on characteristics
- ◆ Elaborate marketing strategies according to the segmentation carried out
- ◆ Understand the importance of pre-positioning to gain competitive advantage
- ◆ Develop differentiation and positioning strategies to achieve business objectives
- ◆ Understand the relevance of information and resources in the commercial environment
- ◆ Know the sources of information and techniques for market research
- ◆ Use tools for survey design and data analysis



*You will develop investment strategies that will help expand corporate activity into new markets to drive your company's growth"*

03

# Course Management

One of the stand out features of this program is its exemplary teaching staff, who will teach classes from an innovative academic perspective. This will ensure that students acquire knowledge from recognized experts who have vast experience in the fields of medicine, pharmaceuticals and business. In this way, nurses will obtain a high quality program that will provide them with the constant updating they require in the Biotech industry.



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*You will develop rigorous follow-ups, controlling and analyzing expenses to optimize resources and guarantee the success of your projects”*

## 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. Rojas Palacio, Fernando

- ♦ Founder and CEO of Navandu Technologies
- ♦ Founder of Brigital Health, an international consulting firm
- ♦ Expert in Big Data and Social Network Analysis by the MIT
- ♦ Senior Business Management Program by Institute of Business and Chicago Booth School of Business
- ♦ MSc in Telecommunication Engineering from the Polytechnic University of Madrid
- ♦ Professor associated with academic programs in his specialty



# 04

## Structure and Content

This program provides the student with innovative content that will cover areas such as expense management, profitability analysis by product, supply chain management and inventory monitoring. In addition, aspects such as quality assurance, investment evaluation and project management will be discussed in depth. All this, through multimedia resources such as explanatory videos and simulations of real cases and through an innovative 100% online methodology.







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*TECH's Relearning methodology will allow you to enjoy the teaching contents according to your own study pace in order to optimize your updating process"*

## Module 1. Control, Operations and Finance

- 1.1. Cost Management
  - 1.1.1. Production Cost Controls
  - 1.1.2. Optimizing Production Costs
  - 1.1.3. Marketing
  - 1.1.4. Distribution
- 1.2. Profitability Analysis by Product
  - 1.2.1. Quantitative Analysis
  - 1.2.2. Qualitative Analysis
  - 1.2.3. Profitability Assessment
  - 1.2.4. Conclusions
- 1.3. Supply Chain Management
  - 1.3.1. Supply Chain Assessment
  - 1.3.2. Control of the Supply Chain
  - 1.3.3. Production
  - 1.3.4. Logistics
- 1.4. Inventory Management
  - 1.4.1. Inventory Control
  - 1.4.2. Inventory Optimization
  - 1.4.3. Inventory Analysis
  - 1.4.4. Conclusions
- 1.5. Quality Control
  - 1.5.1. Quality Systems
  - 1.5.2. Security/Safety
  - 1.5.3. Efficacy
  - 1.5.4. Efficiency
- 1.6. Risk Management
  - 1.6.1. Identification
  - 1.6.2. Risk Assessment
  - 1.6.3. Risk Management
  - 1.6.4. Operational and Regulatory Issues Associated with The Pharmaceutical and Biotechnology Industry



- 1.7. Investment Analysis
  - 1.7.1. Financial Viability Assessment
  - 1.7.2. Investment Project Strategy
  - 1.7.3. New Product Development
  - 1.7.4. Expansion into New Markets
- 1.8. Control of Research and Development Expenses
  - 1.8.1. Expense Tracking
  - 1.8.2. Expense Control
  - 1.8.3. Expense Analysis
  - 1.8.4. Conclusions
- 1.9. Intellectual Property Management
  - 1.9.1. Market Trends Assessment
  - 1.9.2. The Competition
  - 1.9.3. Product Demand
  - 1.9.4. Pricing Strategies
- 1.10. Project Management
  - 1.10.1. Education
  - 1.10.2. Monitoring
  - 1.10.3. Strategic Project Control
  - 1.10.4. Operational Project Control

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*You will adapt pricing strategies to protect and maximize the intellectual property value of your company's products"*



# 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. Gervas, the clinical case is the annotated presentation of a patient, or group of patients, which becomes a "case", an example or model that illustrates some peculiar clinical component, either because of its teaching power or because of its uniqueness or rarity. It is essential that the case is based on current professional life, 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 Control, Finance and Operation 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 Control, Finance and Operation 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 Control, Finance and Operation in Pharma Biotech for Nursing**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 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.



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