

Postgraduate Certificate

Strategic Management in the Pharma Biotech Industry for Nursing





Postgraduate Certificate Strategic Management in the Pharma Biotech Industry 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/strategic-management-pharma-biotech-industry-nursing

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01

Introduction

Strategic management in the pharmaceutical and biotechnology industry requires a thorough analysis of competition, market trends, government regulations and innovative technological opportunities. Based on this information, clear objectives are established and plans are made to achieve them. For this reason, it is vital for nurses to be aware of the latest advances in strategy management in order to optimize their update in this sector. Therefore, TECH has developed this program, through which you will identify cutting-edge value creation techniques or methods to internationalize a Pharma Biotech company. In addition, its 100% online methodology gives you the necessary flexibility to complete your education without being subject to inflexible schedules.



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TECH offers you the best didactic tools so that, through 6 weeks of intensive learning, you can research and identify strategic partners and expand the investments of your Pharma Biotech organization"

Strategic management is of paramount importance in the healthcare field due to its ability to coordinate the development and progress of companies in the pharmaceutical and biotechnology industry. In this line, it focuses on the planning and execution of actions that allow these companies to achieve their commercial and scientific goals in a highly competitive and regulated environment. It also involves the identification and analysis of market opportunities, as well as the formulation of effective strategies to optimally position a pharmaceutical brand in the market. Consequently, nurses who wish to efficiently lead organizations in the Pharma Biotech sector must be familiar with the most up-to-date keys to business management.

For this reason, TECH has designed this program, through which the student will obtain an excellent update on strategic management for companies in the Pharma Biotech industry. During 6 weeks of intensive study, you will learn the best techniques to establish the internal and environmental analysis of the company or the methods to carry out the diversification process.

Since the program will be delivered in a 100% online format, students will enjoy a wide range of multimedia resources, such as specialized texts and interactive summaries. They will also be able to access the content at any time and place, as long as they have a device with an Internet connection. In addition, the Relearning method will be used, which will guarantee a unique and effective learning experience.

This **Postgraduate Certificate in Strategic Management in the Pharma Biotech Industry 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 work
- ◆ Content that is accessible from any fixed or portable device with an Internet connection



Thanks to this Postgraduate Certificate, you will become a strategic leader for the pharmaceutical industry"

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You will explore the 6 types of value generation for a company and discover how to improve its performance in the pharmaceutical sector with this program offered only by TECH"

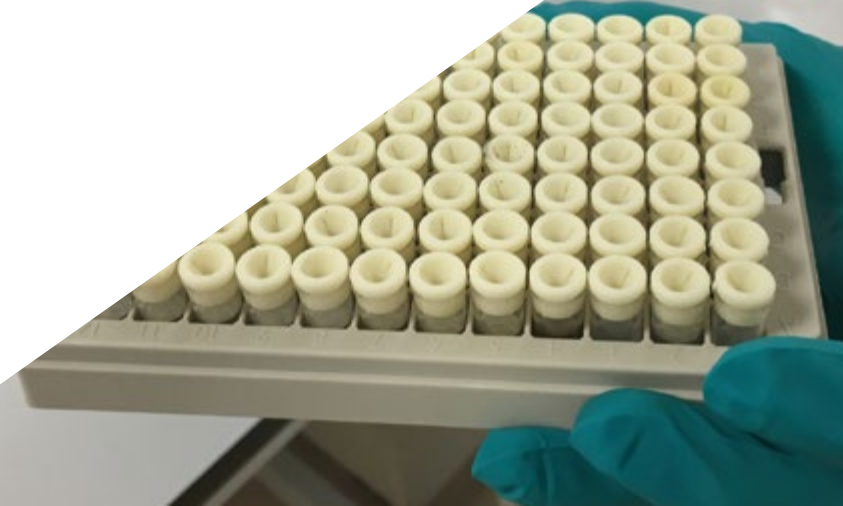
The program's teaching staff includes professionals from the field who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

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 100% online program, you will analyze the VUCA environment, PESTEL and Porter's 5 Forces to make strategic decisions that benefit the organization.

You will incorporate into your professional practice skills in the analysis of the value chain of companies in the pharmaceutical industry.



02

Objectives

The main objective of this program is to provide the nurses with the appropriate tools that will allow them to delve into the essential knowledge to lead companies in the Pharma Biotech industry. In this way, they will be prepared to assume key roles in important areas such as internal analysis, business tactics, and ethics and corporate social responsibility.



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You will design effective strategies for your business unit, obtaining competitive advantages in the Biotech market"



General Objectives

- ◆ 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

- ◆ Acquire knowledge about the history of strategic Management
- ◆ Categorize the different definitions over time
- ◆ Delve into levels of strategic direction
- ◆ 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
- ◆ Perform SWOT analysis
- ◆ Perform a Value Chain analysis
- ◆ Analyze the company's resources and competencies



Study by means of revolutionary teaching formats such as video or interactive summary"

03

Course Management

TECH has chosen an outstanding teaching team for this program. This will ensure that students receive classes taught by outstanding professionals with extensive experience in the fields of Medicine, Pharmacy and Business. In this way, nurses will have the certainty of obtaining a renowned program that will provide them with the most innovative knowledge in the sector.



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TECH has selected the best specialists in Pharma and business, with whom you will broaden your horizons in internationalization strategies and their application in the Pharma Biotech industry"

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



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Structure and Content

This program will offer a wide diversity of strategic principles in the context of the pharmaceutical and biotechnology industry. In this way, students will acquire a vision of strategic management in these fields. In addition, the content will cover topics ranging from historical evolution, different organizational levels, to business performance. Likewise, its 100% online methodology will enable the nurses to study from any place they wish and 24 hours a day, making their learning more flexible.





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You will delve into the different external growth strategies and study cases of successful alliances and mergers for the pharmaceutical and biotech industries”

Module 1. Strategic Management in the Pharmaceutical and Biotechnology Industry

- 1.1. Market Entry 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 Company
 - 1.2.1. Strategic Management Levels
 - 1.2.2. Innovation
 - 1.2.3. Portfolio
 - 1.2.4. Acquisition
- 1.3. Value Creation in the Company
 - 1.3.1. 6 Types of Value Generation in the Company
 - 1.3.2. Performance in the Company
 - 1.3.3. Sector Examples
 - 1.3.4. Conclusions
- 1.4. The Environment of the Pharmaceutical and Biotechnology Company
 - 1.4.1. VUCA Environment
 - 1.4.2. PESTEL Analysis
 - 1.4.3. Porter's 5 Forces Analysis
 - 1.4.4. DAFO Analysis
- 1.5. Internal Analysis
 - 1.5.1. Value Chain Analysis
 - 1.5.2. Resources and Competencies Analysis
 - 1.5.3. VRIO Analysis
 - 1.5.4. Conclusions
- 1.6. Strategic Business Unit Strategies
 - 1.6.1. The Strategic Business Unit
 - 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 Strategy
 - 1.7.4. Most Used Strategies
- 1.8. Internationalization Strategy
 - 1.8.1. International Strategy of a Company
 - 1.8.2. The Globalization of the Economy
 - 1.8.3. Internationalization Risks
 - 1.8.4. Internalization Benefits
- 1.9. Strategic Alliances, Takeovers and Mergers
 - 1.9.1. External vs. Internal Growth Strategy
 - 1.9.2. Pharmaceutical Industry Alliances
 - 1.9.3. Sector Mergers
 - 1.9.4. Sector Acquisitions
- 1.10. Ethics and Corporate Social Responsibility
 - 1.10.1. Business Ethics
 - 1.10.2. Environmental Sustainability
 - 1.10.3. Social Responsibility
 - 1.10.4. Sustainable Ecology

“ *The Relearning method presented by this program will allow you to update at your own pace and without time restrictions*”



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 Strategic Management in the Pharma Biotech Industry 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.





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 Strategic Management in the Pharma Biotech Industry 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 Strategic Management in the Pharma Biotech Industry 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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