

# Professional Master's Degree

MBA in Pharma Biotech  
Management for Nursing



## Professional Master's Degree MBA in Pharma Biotech Management for Nursing

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

Website: [www.techtute.com/pk/nursing/professional-master-degree/master-mba-pharma-biotech-management-nursing](http://www.techtute.com/pk/nursing/professional-master-degree/master-mba-pharma-biotech-management-nursing)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Skills

---

*p. 14*

04

Course Management

---

*p. 18*

05

Structure and Content

---

*p. 24*

06

Methodology

---

*p. 36*

07

Certificate

---

*p. 44*

# 01

# Introduction

Facing challenges is an essential part of managing pharmaceutical and biotechnology companies due to the highly competitive nature of the industry. In this way, the relentless advance of empirical disciplines, technological progress and constant regulatory changes have generated the need for up-to-date education for the key players in this sector. Therefore, nurses must possess strong scientific and technical knowledge as well as a commercial and financial understanding of the company to successfully lead these organizations. In response to this need, TECH has created this program, which will enable professionals to acquire skills in the field of business management. This program is offered in a 100% online format, which will provide flexibility to access the didactic materials without time restrictions.







“

*Through an intensive 12-month program, TECH offers you the opportunity to update your knowledge and become an up-to-date professional in the pharmaceutical and biotechnology field"*

Business management plays a crucial role in the healthcare field by providing effective and efficient strategic direction to companies in the pharmaceutical and biotechnology industry. Its relevance lies in its ability to lead and make informed decisions in a highly regulated and competitive environment.

In addition, it promotes research and development of new drugs and innovative therapies, which contributes to the advancement of medicine and the improvement of people's quality of life. Following this perspective, it also promotes efficiency in the production and distribution of pharmaceutical products, ensuring the timely and safe delivery of medicines to those who need them.

Taking into consideration the above, TECH has developed a Professional Master's Degree program that provides an excellent update in the field of Pharma Biotech Management for nurses. During 12 months of study, corporate responsibility in the industry will be explored, promoting sustainable practices in drug development. Likewise, quality and safety criteria in the production and marketing of drugs or budget planning techniques for companies in the sector will be delved into in depth. This, with the intention of fostering innovation, improving the pharmaceutical industry's operations and contributing to the advancement of medicine.

All this will be achieved without the professionals having to neglect their usual personal and work responsibilities, since this program is offered in an innovative 100% online format. Likewise, it will have multimedia materials housed in a virtual library, which can be accessed anytime and anywhere, only requiring a device with an Internet connection.

This **Professional Master's Degree in MBA in Pharma Biotech Management 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



*Optimize your learning at any time and place, thanks to the 100% online modality of this Professional Master's Degree"*

“

*You will delve into budget planning and financial operations management in the Pharmaceutical Industry through this program"*

*Improve your knowledge in Digital Health Management and apply it to your daily practice.*

*Increase your skills in organization and optimization of Pharma Biotech processes to succeed in this sector.*

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 purpose of this Professional Master's Degree is to provide nurses with the tools that will allow them to update their knowledge and fundamental skills to achieve success in the field of pharmaceutical and biotechnology management. In this way, they will be able to play key roles in essential areas such as drug research and development, project management and the production and manufacturing of such products.





“

*You will identify, throughout this program, the tools and strategies to succeed in the Pharma Biotech market”*



## General Objectives

---

- ♦ Assess financial efficiency
- ♦ Optimize working capital management
- ♦ Understand what Market Access is and how the need for this function arises in the pharmaceutical industry
- ♦ 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

---

### 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 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

### Module 2. Marketing in Pharma Biotech

- ♦ 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

### Module 3. Control, Operations and Finance

- ♦ Assess financial efficiency
- ♦ Optimize working capital management
- ♦ Analyze and manage 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 health care systems, such as public, private/private insurance, and private health care
- ♦ Assess unmet patient needs and chronicity management
- ♦ Analyze the role of cost, effectiveness and safety as determinants of health care
- ♦ Understand the professional-patient relationship and the rights and duties of both
- ♦ Analyze the challenges of care pressure and expenditure management based on ethical principles
- ♦ Define the skills and attitudes necessary to be an efficient professional manager
- ♦ Explore leadership and the management of the emotional climate and work conflicts
- ♦ Use timekeeping as a tool for efficient management
- ♦ Analyze health spending and outcomes, as well as improvement, innovation and transformation processes
- ♦ Evaluate the use of indicators, benchmarking, clinical guidelines, EDO, complaints and pharmacovigilance in the quality of care

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

- ♦ 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
- ♦ Describe the marketing authorization process of a new drug and identify the Spanish and European health authorities involved in the process..
- ♦ Analyze national and international health technology assessment agencies
- ♦ Identify agencies that evaluate new drugs, decision makers and influencers
- ♦ Describe the price request and reimbursement process
- ♦ Differentiate the access processes for hospital drugs and those dispensed in street pharmacies
- ♦ Familiarization with traditional and innovative financing schemes
- ♦ Knowing 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 in the pharmaceutical industry
- ♦ Review the latest trends in drug assessment (Multicriteria Analysis) and drug purchasing

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

- ♦ 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 and segment payers
- ♦ Develop the 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 to apply for drug funding: 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
- ♦ In-depth study of the elements included in the value dossier of a medicine
- ♦ 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 deeper into the economic analysis of a drug, differentiating the evaluations

### **Module 7. Comprehensive Coaching in Pharma Biotech**

- ♦ Know the capabilities and ethics of the Coach
- ♦ Understand the essence of coaching and its focus on learning
- ♦ Know the contributions of North American, Humanistic-European and Ontological Coaching
- ♦ Evaluate the client's current situation, breakdowns and objectives
- ♦ Use tools such as the "Wheel of Professional Life" to know the current situation
- ♦ Define individual and team goals, vision and objectives
- ♦ Explore models such as GROW, SMART methodology and Merlin Method
- ♦ Use examples such as the Mandala to visualize the ideal situation of the team
- ♦ 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 purpose of the medical department
- ♦ Analyze the general structure of the medical department and the team that integrates it
- ♦ Explore the main activities of the medical department
- ♦ Collaborate with other areas of the company
- ♦ Explore current challenges and trends
- ♦ Understanding the purpose of clinical trials
- ♦ Analyze the types of clinical trials
- ♦ Explore in the phases of clinical trials
- ♦ Define the objective of each phase
- ♦ Plan and design clinical trials
- ♦ Know the ethical and regulatory aspects of clinical trials
- ♦ Delve deeper into sample selection and sample size
- ♦ 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
- ♦ Know the purpose of monitoring in clinical trials
- ♦ Define the responsibilities and functions of the clinical trial monitor

### Module 9. Team Leadership in Pharma

- ♦ 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
- ♦ Delve into the development of leadership skills necessary to efficiently manage teams
- ♦ Know the organization and time management strategies to optimize team productivity
- ♦ Learn how to plan and set clear and measurable objectives for the team, and effectively evaluate their performance
- ♦ Delve into team management skills, including motivation, effective communication and conflict resolution
- ♦ Develop decision-making skills based on the evaluation of options and consideration of different factors
- ♦ Learn negotiation strategies and techniques to manage conflicts within the team
- ♦ 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 the achievement of a common objective through the development of a specific project

### Module 10. Masculinities and sexuality

- ♦ 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 the market works and provide tools to face it
- ♦ Research and satisfy customer needs
- ♦ Assess competence



*You will develop comprehensive coaching skills and learn to motivate and lead teams in a highly competitive environment"*



# 03 Skills

The program will offer nurses a unique opportunity to acquire and update fundamental skills that will enable them to successfully manage companies in the pharmaceutical and biotechnology industry. Those professionals who complete this syllabus will gain scientific and technical knowledge, as well as an understanding of regulations, business management and an innovative mindset. In this way, they will be prepared to face the challenges and take advantage of the opportunities in this ever-expanding sector.





“

*Expand your knowledge and take advantage of new career opportunities in the pharmaceutical industry”*





## General Skills

---

- ♦ Understand the importance of Business Ethics
- ♦ Assess environmental sustainability in the business context
- ♦ Assess 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 in the pharmaceutical industry
- ♦ Review the latest trends in drug assessment (Multicriteria Analysis) and drug purchasing
- ♦ Delve into the economic analysis of a drug, differentiating between partial and complete economic assessments
- ♦ Understand the phases of the plan of action: accompanying, follow-up and commitment
- ♦ Develop individual action plans with 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 the achievement of a common objective through the development of a specific project
- Define strategies for revising the plan
- Establish objective indicators for the achievement of the plan

“

*With this program, you will use best practices to lead teams in the healthcare industry”*

04

# Course Management

In order to guarantee a quality education, TECH has recruited a distinguished teaching team for this program. This will provide students with the opportunity to receive an education from renowned specialists with vast experience in the fields of pharmaceuticals, medicine and business. In this way, nurses will be able to obtain a program of excellence that will encourage them to stand out and make rapid progress in their professional careers.





“

*You will have a teaching staff made up of experts with experience in the field of pharmacy and business to provide you with cutting-edge knowledge about the 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

## Professors

### Mr. Junco Burgos, Eduardo

- ♦ Therapeutic Area Director at AMGEN
- ♦ Service Manager for GRUPO CLECE (TALHER)
- ♦ Product Specialist in Celgene
- ♦ Product Specialist in Amgen
- ♦ Key Account Manager in Shionogi
- ♦ Agricultural Engineer graduated from the Polytechnic University of Madrid

### 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



**Mr. Cobo Sainz, Manuel**

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

**Mr. Ribas Guardiá, Xavi**

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

**Ms. Restovic, Gabriela**

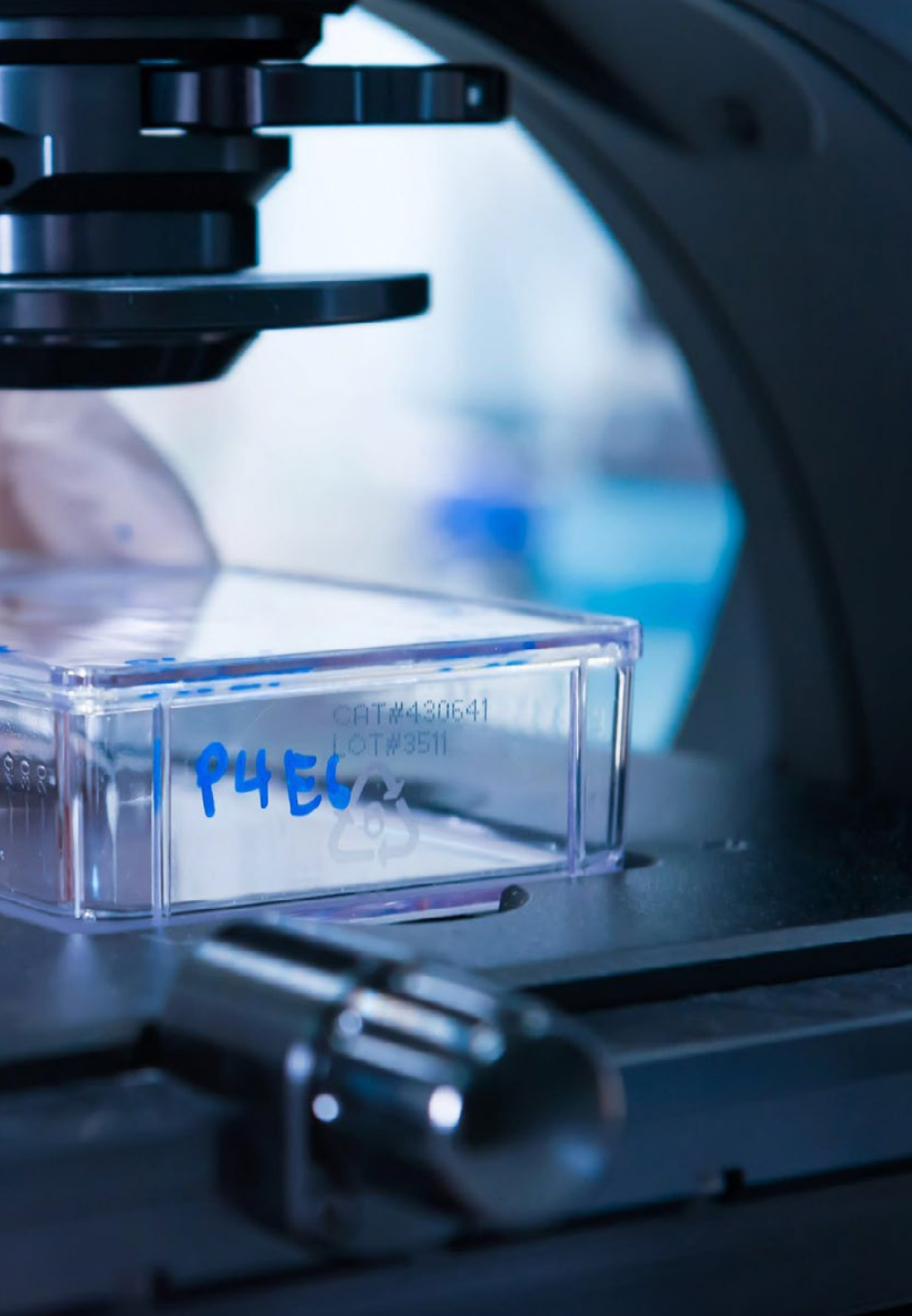
- ♦ Assessment of health technology in the public sector for the Innovation Department of the Hospital Clinic of Barcelona
- ♦ Associate Director of Market Access at Novocure
- ♦ Economist of the Catholic University of Chile
- ♦ Master's Degree in Applied Economics at the Pompeu Fabra University of Barcelona
- ♦ Senior Management Program in Healthcare Government Affairs at EADA, Business School of Barcelona.
- ♦ Adjunct teacher of academic programs in the service of her specialty

**Ms. Caloto González, María Teresa**

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







**Ms. Rodríguez Fernández, Silvia**

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

**Ms. Palau Rodríguez, Magalí**

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



05

# Structure and Content

The Professional Master's Degree in MBA in Pharma Biotech Management will focus on the interdisciplinary aspects of the pharmaceutical and biotechnology industry, standing out for its broad scope and up-to-date approach. During the 12 months of this program, the nurse will benefit from innovative teaching materials such as videos, interactive summaries and simulations of real cases. These cutting-edge resources will provide you with 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.





“

*With the Relearning method, you will reduce your study hours and strengthen your understanding in the long run"*

## 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. Internationalization 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

## Module 2. Marketing in Pharma Biotech

- 2.1. Omnichannel, Impacts and Engagement
  - 2.2.1. Impact Marketing
  - 2.2.2. General Channels and Social Networks
  - 2.2.3. Community Management:
  - 2.2.4. E-detailing and CRM in The Digital Environment
  - 2.2.5. Programmed Advertising
  - 2.2.6. 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. Obtaining Information
  - 2.3.3. Research Process
  - 2.3.4. Conclusions
- 2.4. Brand Management and Neuromarketing
  - 2.4.1. Branding
  - 2.4.2. Branding Types
  - 2.4.3. Neuromarketing and Its Application in The Pharmaceutical Industry
  - 2.4.4. Conclusions
- 2.5. Digital Marketing Plan
  - 2.5.1. Integrating Digital Marketing into the Global Marketing Strategy
  - 2.5.2. Community Manager
  - 2.5.3. Digital Marketing Plan
  - 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 Communication Strategies Content Co-Creation
  - 2.7.2. Content Marketing and Influencers
  - 2.7.3. Digital Marketing to Support Leadership of The Therapeutic Area
  - 2.7.4. Patients' Association
- 2.8. Digital Program Design
  - 2.8.1. Definition of Objectives
  - 2.8.2. Brand Strategy Support Programs: Disease Awareness, Switching and Engagement
  - 2.8.3. Digital Marketing and The Sales Network
  - 2.8.4. Target

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

### Module 3. Control, Operations and Finance

- 3.1. Cost Management
  - 3.1.1. Production Cost Controls
  - 3.1.2. Optimizing Production Costs
  - 3.1.3. Marketing
  - 3.1.4. Distribution
- 3.2. Profitability Analysis by Product
  - 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. Financial Viability Assessment
  - 3.7.2. Investment Project Strategy
  - 3.7.3. New Product Development
  - 3.7.4. Expansion into New Markets
- 3.8. Control of Research and Development Expenses
  - 3.8.1. Expense Tracking
  - 3.8.2. Expense Control
  - 3.8.3. Expense Analysis
  - 3.8.4. Conclusions
- 3.9. Intellectual Property Management
  - 3.9.1. Market Trends Assessment
  - 3.9.2. The Competition
  - 3.9.3. Product Demand
  - 3.9.4. Pricing Strategies
- 3.10. Project Management
  - 3.10.1. Education
  - 3.10.2. Monitoring
  - 3.10.3. Strategic Project Control
  - 3.10.4. Operational Project Control

## Module 4. "Digital Health Management: Technological Innovation in The Health Sector"

- 4.1. Hospital Information Systems
  - 4.1.1. Implementation
  - 4.1.2. Hospital Information Systems Management
  - 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. Telemonitoring Platforms
  - 4.2.3. Patient Follow-Up
  - 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 Healthcare Data
  - 4.3.2. Use of Predictive Analytics 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. Internet of Things (IoT) in Healthcare
  - 4.5.1. Connected Medical Devices and Remote Monitoring
  - 4.5.2. Intelligent Hospital Infrastructures
  - 4.5.3. IoT Applications in Inventory Management
  - 4.5.4. Supplies
- 4.6. Cybersecurity in Healthcare
  - 4.6.1. Health Data Protection and Regulatory Compliance
  - 4.6.2. Prevention of Cyber Attacks
  - 4.6.3. Ransomware
  - 4.6.4. Security Audits and Incident Management



- 4.7. Virtual Reality (RV) and Augmented Reality(AR) 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. Medical Robotics
  - 4.8.1. Use of Surgical Robots in Medical Procedures
  - 4.8.2. Task Automation in Hospitals and Laboratories
  - 4.8.3. Prosthesis
  - 4.8.4. Robotic Assistance in Rehabilitation
- 4.9. Medical Image 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 Consents
  - 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. Market Access Department Functions
  - 5.1.4. Conclusions
- 5.2. Health System in Spain
  - 5.2.1. Organization, Structure and Function
  - 5.2.2. Regional Health Service
  - 5.2.3. Organization, Structure and Function
- 5.3. Authorization and Registration of New Medicines
  - 5.3.1. Health Authorities
  - 5.3.2. European Medicines Agency (EMA)
  - 5.3.3. Ministry of Health
  - 5.3.4. New Drug Marketing Authorization Process: Centralized, Decentralized and Mutual Recognition Processes
- 5.4. New Drug Assessment at the National Level
  - 5.4.1. Health Technology Assessment Agencies
  - 5.4.2. Relations
  - 5.4.3. Europe
  - 5.4.4. Spanish
  - 5.4.5. Therapeutic Positioning Reports (TPR)
  - 5.4.6. Decision Makers and Influencers
- 5.5. Other New Drug Assessments
  - 5.5.1. GENESIS Group Assessments
  - 5.5.2. Regional Assessments
  - 5.5.3. Assessments in Hospital Pharmacies: Pharmacy and Therapeutics Committees
  - 5.5.4. Other Assessments
- 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. Procedure for Access to Medication 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 Selecting The ARC

- 5.8. Drug Purchasing Process
  - 5.8.1. Public Procurement
  - 5.8.2. Centralized Purchasing of Medicines and Health Products
  - 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. Market Access Professional Profiles
  - 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. Segmentation of Regions and Accounts
  - 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 of a Drug
  - 6.2.1. Regional Access Management
  - 6.2.2. Access to The Hospital Drug Market Hospital Pharmacy Management and Strategy
  - 6.2.3. Access to the Market for Street Pharmacy Drugs
  - 6.2.4. Management and strategy for Primary Care Pharmacists

- 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. Health-Related Quality of Life (HRQOL)
  - 6.4.3. Satisfaction with Treatment
  - 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 Disease
  - 6.5.5. Cost Consequence
- 6.6. Economic Analysis Studies
  - 6.6.1. Budget Impact Studies
  - 6.6.2. Market Growth
  - 6.6.3. Associated Risks
  - 6.6.4. Intellectual Property
- 6.7. Economic Analysis Assessments
  - 6.7.1. Complete 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. Value Dossier Contents
  - 6.8.2. Clinical Value of The Drug
  - 6.8.3. Economic Value of The Drug
  - 6.8.4. Demonstrating The Value of The Drug to The Healthcare System
  - 6.8.5. Adaptation of The Dossier to Different Autonomous Communities

- 6.9. Documents Required for Price and Reimbursement Request
  - 6.9.1. Required Documents
  - 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. Multicriteria Analysis (MCA)
  - 6.10.3. Innovative Public Procurement
  - 6.10.4. Latest Trends

## Module 7. Comprehensive Coaching in Pharma Biotech

- 7.1. Basis of Coaching in Pharma Biotech
  - 7.1.1. Coach's Capabilities and Ethics
  - 7.1.2. The Essence of Coaching
  - 7.1.3. Learning to Learn
  - 7.1.4. Recommended Film: The Pacific Warrior
- 7.2. The Coaching Process - Schools and Models
  - 7.2.1. North American Coaching Contributions
  - 7.2.2. Humanistic-European Coaching Contributions
  - 7.2.3. Ontological Coaching Contributions
  - 7.2.4. Conclusions
- 7.3. The Coachee-Client
  - 7.3.1. Present - Breakdown - Objectives
  - 7.3.2. How to Know The Situation of Each Person in a Professional Team and in This Way Be Able to Overcome Problems in Order to Achieve The Objectives
  - 7.3.3. 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. Listening, Silence and Speech Competence
  - 7.6.3. Recommended Books
  - 7.6.4. Rafael Echevarría Language Ontology
  - 7.6.5. Leonardo Wolk The Art of Blowing Embers
- 7.7. The Technique Emotion
  - 7.7.1. Management and Emotional Intelligence
  - 7.7.2. Legitimizing Emotion in order 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 The Questions to Help Each Member of Your Team Find Their Best Version of Themselves
  - 7.9.1. To Determine The Profile of Our Customer and to Design a Plan of Action
  - 7.9.2. Coaching Questions to Reconnect You
  - 7.9.3. Coaching Questions to Change Perspective

- 7.9.4. Coaching Questions for Awareness
- 7.9.5. Coaching Questions to Create Action
- 7.9.6. Coaching Questions for Goal Setting
- 7.9.7. Coaching Questions for Designing a Plan of Action
- 7.9.8. Coaching Questions for Clients to Find Their Own Solutions
- 7.10. The Action
  - 7.10.1. Action Plan Phases
  - 7.10.2. Accompany
  - 7.10.3. Monitoring
  - 7.10.4. Commitment
  - 7.10.5. How to Elaborate a Plan of Action 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. Objective 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 in The Medical Department in The Pharmaceutical Industry
- 8.2. Monitoring
  - 8.2.1. Fundamentals of Clinical Development
  - 8.2.2. Legislation on Clinical Trials
  - 8.2.3. Types of Clinical Trials
  - 8.2.4. Clinical Trial 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 Trial Methodology
  - 8.3.1. Clinical Trial Design
  - 8.3.2. Stages in the Development of Clinical Trial



- 8.3.3. Clinical Trial Feasibility
- 8.3.4. Identification and Selection of Centers and Researchers
- 8.3.5. Recruitment Materials and Strategies
- 8.3.6. Contracts with Research Centers
- 8.3.7. Protocol
- 8.3.8. Patient Information Sheet and Informed Consent
- 8.4. Trial Monitoring: Follow-Up and Control
  - 8.4.1. Monitoring Visit
    - 8.4.1.1.1. Pre-Study Visit
    - 8.4.1.2. Start-up 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 Studies
  - 8.5.3. Integration in The Medical Plan
  - 8.5.4. Collection 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. Initiated Studies/Trials and Research Collaborations Investigator
- 8.6. The Medical Affairs Department
  - 8.6.1. What Is The Medical Affairs Department?
    - 8.6.1.1. Objective 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 Multifunctional Pharmaceutical Organizations
- 8.7. Roles in The Medical Affairs Department
  - 8.7.1. Medical Advisor Role
  - 8.7.2. Medical Advisor Functions
  - 8.7.3. HCP Participation Tactics
    - 8.7.3.1. Advisory Board and Promotional Programs
    - 8.7.3.2. Scientific Publications
    - 8.7.3.3. Scientific Congress Planning
  - 8.7.4. Development of a Medical Communications Plan
  - 8.7.5. Medical Product Strategy Design
  - 8.7.6. Management of Medical Projects and Studies Based on Real Clinical Practice Data (RWE)
  - 8.7.7. Medical Science Liaison Role
    - 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. Initiated Studies/Trials and Research Collaborations Investigator
    - 8.7.7.4. Scientific Communication and Collection of Insights
- 8.8. Compliance In the Medical Affairs Department
  - 8.8.1. Compliance Concept in The Medical Department
    - 8.8.1.1. Prescription Drug Promotion
    - 8.8.1.2. Interrelation with Healthcare Professionals and Organizations
    - 8.8.1.3. Interrelation with Patient Organizations
  - 8.8.2. On Label/Off Label Definition
  - 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 Information
  - 8.9.1. Integral Communication Plan
  - 8.9.2. Media and Omnichannel Plan
  - 8.9.3. Integration of The Communication Plan in Medical Plan
  - 8.9.4. Biomedical Information Resources
    - 8.9.4.1. International Sources: Pubmed, Embase, WOS, etc
    - 8.9.4.2. Sources in Latin America: Indexes CSIC, Ibecs, LILACS, etc
    - 8.9.4.3. Sources for Locating Clinical Trials: WHO, ClinicalTrials, Cochrane CENTRAL, etc
    - 8.9.4.4. Sources of Drug Information: Bot Plus Web, FDA, etc
    - 8.9.4.5. Other Resources: Official Organizations, Websites, Scientific Societies,

- Associations, Assessment Agencies, etc
- 8.10. Pharmacovigilance
  - 8.10.1. Pharmacovigilance in Clinical Trials
    - 8.10.1.1. Legal Framework and Definitions
    - 8.10.1.2. Adverse Event Management
  - 8.10.2. Notification of Adverse Events, Eudravigilance
  - 8.10.3. Periodic Security Reports
  - 8.10.4. Pharmacovigilance in Others Clinical Trials: Posauthorization Studies

## Module 9. Team Leadership in Pharma

- 9.1. Leadership
  - 9.1.1. Leadership Introduction
  - 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. Organisation
  - 9.4.2. Time Management
  - 9.4.3. Planning and Objectives
  - 9.4.4. Equipment Assessment
- 9.5. Team Management Skills
  - 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. Business Plans
  - 10.1.1. What is a Business Plan?
  - 10.1.2. Purpose and Objectives of Business Plans
  - 10.1.3. Why Is It Important to Make a Business Plan?
  - 10.1.4. When Should We Make a Business Plan?
- 10.2. Pharmaceutical Industry Context
  - 10.2.1. Structural Situation of The Pharmaceutical Industry
  - 10.2.2. Key People and Departments in The Development of a Plan of Action:
  - 10.2.3. General Management
    - 10.2.3.1. Sales Management
    - 10.2.3.2. Marketing Department
    - 10.2.3.3. Medical Department
    - 10.2.3.4. Financial Department
    - 10.2.3.5. Regulatory Department
  - 10.2.4. Current Challenges Facing The Pharmaceutical Industry
- 10.3. Stages for Defining a Business Plan
  - 10.3.1. Define 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. Business Resources to Set Up 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. Identify 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 vs. 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. Return on Investment Assessment
- 10.8. Implementation and Follow-Up of the Business Plan
  - 10.8.1. Business Plan Agenda
  - 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
  - 10.9.2. Compliance with Deadlines
  - 10.9.3. Analysis of Results
  - 10.9.4. 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

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 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.

“

*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.



07

# Certificate

The Professional Master's Degree in MBA in Pharma Biotech Management for Nursing guarantees students, in addition to the most rigorous and up to date education, access to a Executive university 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”*



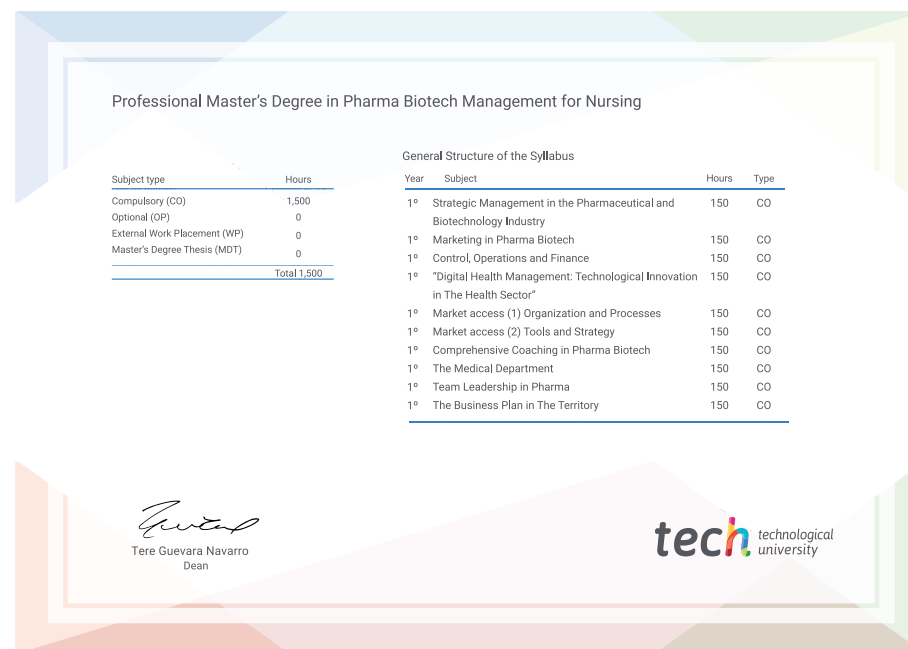
This **Professional Master's Degree in MBA in Pharma Biotech Management for Nursing** contains the most complete and up-to-date scientific on the market.

After the student has passed the assessments, they will receive their corresponding **Professional Master's Degree** diploma 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 Management for Nursing**

Official N° of Hours: **1,500 h.**



\*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.





## Professional Master's Degree

MBA in Pharma Biotech  
Management for Nursing

- » 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  
Management for Nursing