Professional Master's Degree
MBA in Pharmacy Office Management and Administration

tech technological university

Professional Master's Degree
MBA in Pharmacy Office Management and Administration

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

Website: **www.techtitute.com/pk/pharmacy/professional-master-degree/master-mba-pharmacy-office-management-administration**

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01
Introduction

Pharmacist care has always been one of the pillars of support for the general population. Currently, this relevance has taken a more prominent place, which requires a deeper and more complete training or recycling from the professional. This scientific program offers pharmacy professionals the management tools required to carry out their activity with the necessary solvency in the most practical areas that can determine the market strength of a pharmacy office.

The most comprehensive knowledge of the MBA in Pharmacy Office Management and Administration compiled for you in the highest-quality program"

This MBA is a response to an important need for updating and growth in the field of Pharmacy. At present, this requirement responds, among other things, to the increase in the importance of assistance that the Pharmacy Office is achieving in recent times. This situation has led to an increase in the specialization needs of pharmacy professionals.

The knowledge of the professional should no longer be limited to the mastery of Pharmacology and the knowledge of the pharmacist in terms of healthcare, but requires skills that position him/her in the business landscape in a stable and competitive manner.

Through a study method of proven efficiency, you will be able to acquire skills in the areas of leadership and management, and in the essential areas of business development.

This **Professional Master's Degree MBA in Pharmacy Office Management and Administration** contains the most complete and up-to-date scientific program on the market. The main features are:

- Practical case studies presented by experts
- 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
- 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

This MBA in Pharmacy Office Management and Administration will help you stay up to date to provide comprehensive, quality care"

This MBA is the best investment you can make when selecting a refresher program for two reasons: in addition to updating your knowledge, you will be able to propel any Pharmacy Office to success"

Increase your decision-making confidence by updating your knowledge through this MBA.

Make the most of the opportunity to learn about the latest advances in this field and apply it to your daily practice.
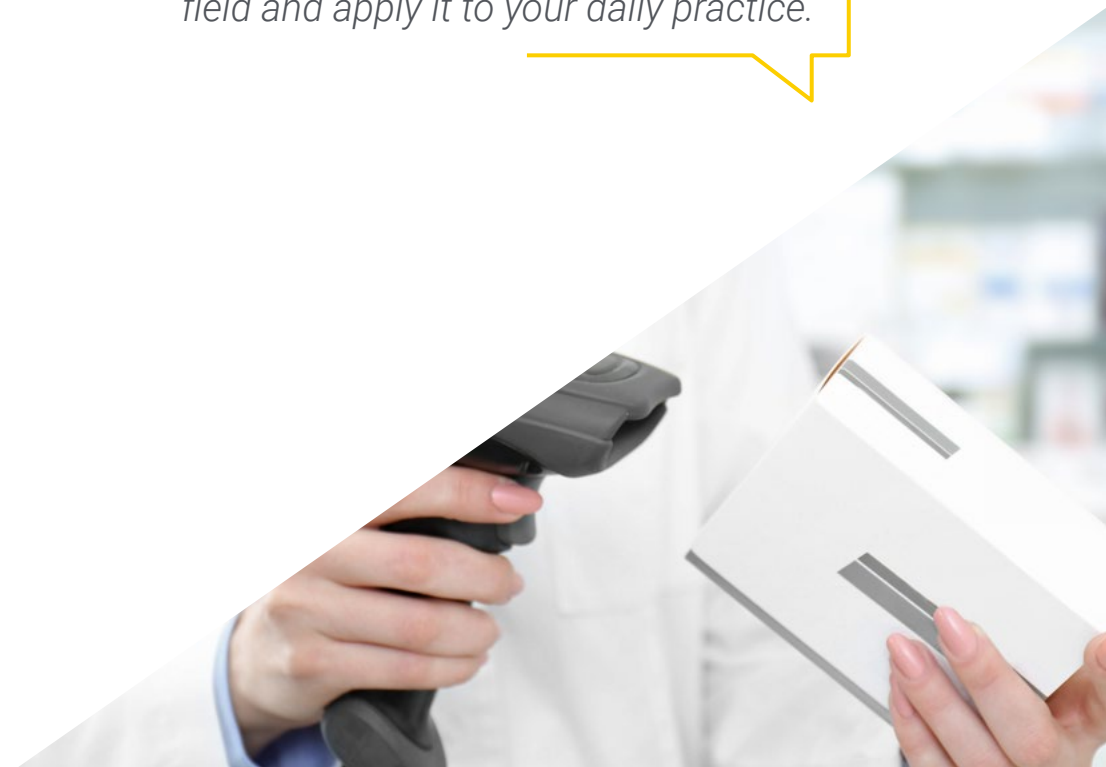
Its teaching staff includes expert professionals who contribute their work experience to this training program, as well as renowned specialists from leading societies and prestigious universities.

Its multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will deliver an immersive learning experience, 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 throughout the scientific program. For this purpose, the specialist will be assisted by an innovative interactive video system created by renowned experts in the field of MBA in Pharmacy Office Management and Administration with extensive experience.

02
Objectives

The objective of this comprehensive program is to accompany and encourage you in a process of professional growth that will allow you to reach another level of performance. With the most interesting and up-to-date knowledge of the moment in a program intensively focused on practice.

" A complete and efficient update on MBA in Pharmacy Office Management and Administration that will propel you to another level of intervention"

General Objectives

- Acquire the knowledge and techniques that are essential to take on and organize the organizational responsibilities of a Pharmacy Office
- Learn about responsible management
- Learn how to manage the financial area of the Pharmacy
- Learn how to manage all aspects of Human Resources
- Learning about the client/patient in all its aspects
- Analyze the purchasing processes and the most efficient ways of conducting logistics
- Learn how to manage all aspects of Human Resources
- Analyze marketing processes
- Study sales management
- Learning about external and internal communication
- Learn about service management in the Pharmacy Office
- Know everything you need to know about quality control, standards and certifications

Realistic goals that will turn into immediate job advancements"

Specific Objectives

Module 1. The Responsible Management of the Pharmacy Office
- Learn about the role of Community Pharmacy
- Study health promotion techniques from Community Pharmacy
- Learn how to implement good practices in Community Pharmacy
- Learn about the proper use of medicines and medical devices
- Learn about professional secrecy
- Analyze corporate social liability applied to Pharmacy Offices
- Learn how to organize a Pharmacy Office

Module 2. Economic-Financial Management of the Pharmacy Office
- Analyze the fundamentals of pharmacy management
- Learning how to use financial and economic ratios in pharmacy
- Know how to manage inventories

Module 3. Management and Administration of Human Resources in the Pharmacy Office
- Learn organizational models
- Learn how to select and interview personnel
- Learn about interdependencies and leadership
- Study management models
- Study Human Resources in Pharmacy
- Learn about occupational hazard prevention
- Learn about organization and internal communication

Module 4. Optimization of Purchasing and Logistics Processes at the Pharmacy Office

- Learn about logistics operators and their supply models
- Learn how to manage suppliers and all the processes before and after purchasing products
- Learn how stock is managed
- Learn the ways to promote and launch new products

Module 5. Client/Patient Management

- Analyze communication with the client/patient
- Recognize client segmentation
- Learn about consumer psychology
- Lean how to carry out customer loyalty programs

Module 6. Pharmaceutical Marketing

- Study the fundamentals of pharmaceutical and relationship marketing
- Learn about market research in the Pharmacy Office
- Study Pharmaceutical Merchandising, advertising and promotion
- Learn the processes of digitalization of Pharmacy, Strategic Marketing and Micromarketing

Module 7. Sales in the Pharmacy Office

- Gain in-depth knowledge of psychology applied to sales techniques
- Know how sales cycles work
- Know how to create sales projections
- Understand the different pricing policies
- Delve into the different types of products
- Know the techniques for the profitability of products

- Address different types of purchases and customers
- Know the basics of cross-selling and up-selling
- Know how to act in challenging situations
- Know the fundamentals of digital e-commerce management

Module 8. Communication in the Pharmacy Office

- Learning about internal communication and conflict management
- See the forms of communication with the client
- Learn the importance of the image of the Pharmacy Office
- Study the technical means of communication
- Incorporate strategies for acting on social media
- Learn about digital marketing to attract and retain customers

Module 9. Management of the Professional Services of the Pharmacy Office

- Analyze what services can be developed in the Pharmacy
- Study how to perform the selection and implementation of services and what requirements they have

Module 10. Quality Management in the Pharmacy Office

- Learn about certification of quality of the Pharmacy Office
- Learn how to perform Total Quality and Strategic Management (TQM)
- Learn about the control points and improvement indicators
- Identify the strategic niches and competitive advantages

03
Skills

Our program has been specifically designed to ensure that students complete the training with the real ability to apply the knowledge they have acquired. These new skills will take your work capacity to new heights and give your CV a new competitive edge, which is essential in today's job market.
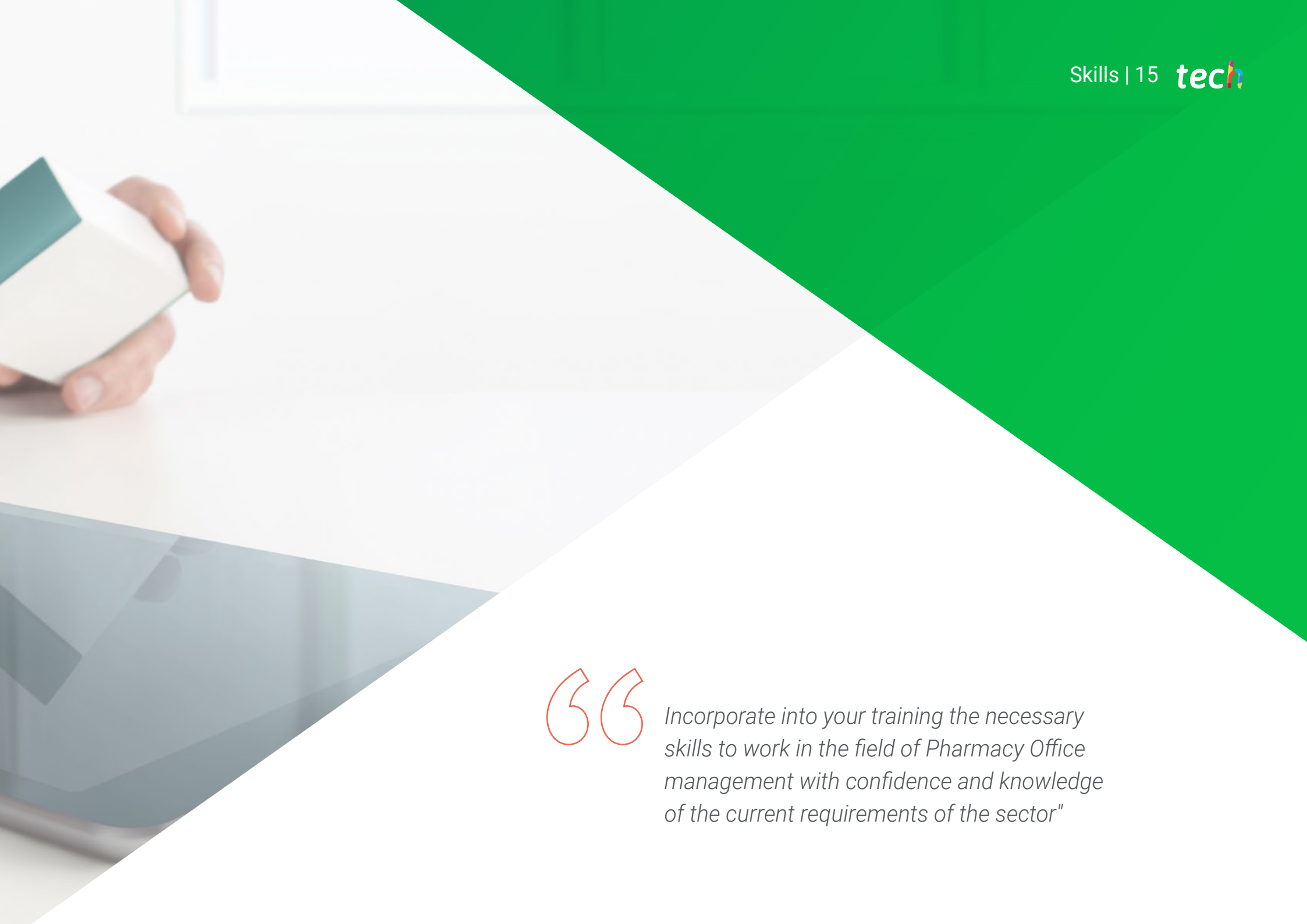
Incorporate into your training the necessary skills to work in the field of Pharmacy Office management with confidence and knowledge of the current requirements of the sector"
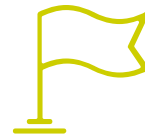
General Skills

- Lead and direct projects of lesser or greater intensity and complexity in the field of the Pharmacy Office
- Seamlessly manage all aspects involved in a Pharmacy Office
- Successfully manage all aspects in which this action is carried out

Increase your skills with our high-quality training and give your career a boost"

Specific Skills

- Act with the ability to analyze and diagnose problems

- Master advanced business management tools

- Provide a global and strategic vision of all operational departments of the company

- Perform economic and financial management

- Manage Human Resources

- Optimize procurement and logistics

- Manage the relationship with the patient/client

- Handle the latest sales techniques

- Establish communication strategies

- Design and implement services to be offered from the Pharmacy Office

- Implement a quality management system

- Assume responsibilities and think in a transversal and integrative way to analyze and solve situations in uncertain environments

04
Course Management

This program is your opportunity to learn from the best, with a teaching staff of industry professionals who will invest their theoretical and practical knowledge to take you to the highest level of qualification with the most current and effective teaching methods in the online teaching market.

"

An unparalleled opportunity to learn and grow professionally hand in hand with the best specialists in this field"

Management

Ms. Aunión Lavarías, María Eugenia

- Degree in Pharmacy. University of Valencia
- Degree in Food Science and Technology. University of Valencia
- Author of Dietetic Management of excess weight in the Pharmacy Office. Ed. Médica Panamericana
- Direction of the Postgraduate Certificate "Excess Weight Management in the Pharmacy Office" and "Dermocosmetics in the Pharmacy Office", University of Barcelona. IL3 Institute for Continuous Education
- Head of Postgraduate Certificate "Dermocosmetics in the Pharmacy Office"
- University of Barcelona. IL3 Institute for Continuous Education

Structure and Content

A compendium of knowledge created to give the pharmacist the opportunity to catch up or incorporate the most advanced knowledge in Pharmacy Office Management and Administration in the current panorama. Full of versatile topics, the structure of this program is intended to be a conglomerate of rigorous aspects that will help the pharmacist to identify the main pillars and correct modus operandi for the management of a pharmacy office.

A comprehensive teaching program, structured in well-developed teaching units, oriented towards efficient and swift learning that is compatible with your personal and professional life"

Module 1. The Responsible Management of the Pharmacy Office

1.1. The Role of Community Pharmacy. Scope of Action of the Community Pharmacist Organization
1.2. Analysis of the Community Pharmacy Environment
1.3. Promoting Health From the Community Pharmacy
1.4. Implementation of Good Practices in Community Pharmacy
1.5. Rational Use of Medicines in Pharmacy Offices
1.6. Training and Information for the Proper Use of Medicines and Medical Devices
1.7. Professional Secrecy Moral Basis for Pharmaceutical Confidentiality and Professional Secrecy
1.8. Concept and Functions of Codes of Ethics. Responsibly Performing Professional Skills. Unfair Competition
1.9. Corporate Social Liability Applied to the Pharmacy Office. Respect for the Environment and Waste Management
1.10. Organization of a Pharmacy Office

Module 2. Economic-Financial Management of the Pharmacy Office

2.1. Fundamentals of Pharmacy Management
2.2. Management Processes in Pharmacy
2.3. Analysis of Financial and Economic Ratios in Pharmacy
2.4. Inventory Management

Module 3. Management and Administration of Human Resources in the Pharmacy Office

3.1.   Organisational Models. Structure and Organization Charts

3.2.   The Team as a Motor. Profile of the Owner and Collaborators

3.3.   Personnel Selection and Interview

3.4.   Relatives in Pharmacy

3.5.   Definition of the Mission. Stakeholders

3.6.   Interdependencies and Leadership

3.7.   Management and Development of People in Connection with the Mission

3.8.   Motivation: Training and Professional Development, Remuneration, etc.

3.9.   Occupational Hazard Prevention

3.10.   Organization and Internal Communication

Module 4. Optimization of Purchasing and Logistics Processes at the Pharmacy Office

4.1.   Logistics Operators and Their Supply Models

4.2.   The Purchase

4.3.   Managing and Negotiating with Suppliers

4.4.   The Distribution Chain

4.5.   Product Assortment

4.6.   Product Management

4.7.   Purchase Management

4.8.   Stock Management

4.9.   The Products

4.10.   The Promotion and Launching of New Products

Module 5. Client/Patient Management

5.1.   Pharmacy as a Space for Health Management
5.2.   Communication to Approach the Client-Patient Pairing
5.3.   Client Segmentation
5.4.   Consumer Psychology and Behavior
5.5.   Professional Liability, Management Motor
5.6.   Regular and New Clients
5.7.   Customer Loyalty Programs
5.8.   Customer Service

Module 6. Pharmaceutical Marketing

6.1.   Fundamentals of Marketing
6.2.   Pharmaceutical and Relationship Marketing
6.3.   Markets. Positioning.
6.4.   Market Research in the Pharmacy Office
6.5.   Pharmaceutical Merchandising: Offers and Communication
6.6.   Advertising and Promotion
6.7.   Digitalization of Pharmacy: From 1.0 to 3.0
6.8.   Strategic Marketing
6.9.   Micromarketing

Module 7. Sales in the Pharmacy Office

7.1.   Psychology and Sales Techniques
7.2.   Sales Cycle
7.3.   Sales Projections
7.4.   Price-Setting Policies
7.5.   Types of Products
7.6.   Focus on Product Profitability
7.7.   Types of Purchases and Clients
7.8.   Cross-Selling and Up-Selling
7.9.   Challenging Situations
7.10. Digital e-Commerce Management

Module 8. Communication in the Pharmacy Office

8.1. Concept and Value of Internal Communication
8.2. Communication With Employees
8.3. Conflict Management.
8.4. Leadership and Team Management
8.5. Communication With the Client
8.6. The Image of the Pharmacy Office
8.7. Technical Communication Supports
8.8. Strategies for Acting on Social Media
8.9. Digital Marketing to Attract and Retain Customers

Module 9. Management of the Professional Services of the Pharmacy Office

9.1. Services That Can Be Developed in the Pharmacy
9.2. Selection and Implementation of Services
9.3. Requirements for Developing the Services
9.4. Offering and Monitoring Services
9.5. Economic Management of Services

Module 10. Quality Management in the Pharmacy Office

10.1. Quality
10.2. Certification of Quality of the Pharmacy Office
10.3. Total Quality and Strategic Management (TQM)
10.4. Control Points and Improvement Indicators
10.5. Identification of Strategic Niches and Competitive Advantages
10.6. Control Panels

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**
This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

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

At TECH we use the Case Method

What should a professional do in a given situation? Throughout the program, students will be confronted with multiple simulated clinical cases based on real patients, in which they will have to investigate, establish hypotheses and ultimately, resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method. Pharmacists learn better, more quickly and more sustainably over time.

With TECH you will experience a way of learning that is shaking the foundations of traditional universities around the world.

According to Dr. Gérvas, the clinical case is the annotated presentation of a patient, or group of patients, which becomes a "case", an example or model that illustrates some peculiar clinical component, either because of its teaching power or because of its uniqueness or rarity. It is essential that the case is based on current professional life, attempting to recreate the actual conditions in a pharmacist's professional practice.

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

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

1. Pharmacists who follow this method not only grasp concepts, but also develop their mental capacity, by evaluating real situations and applying their knowledge.

2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.

3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.

4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

Relearning Methodology

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

Our University is the first in the world to combine the study of clinical cases with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, which represent a real revolution with respect to simply studying and analyzing cases.

Pharmacists 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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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

With this methodology, more than 115,000 pharmacists have been trained with unprecedented success in all clinical specialties, regardless of the surgical load. This pedagogical methodology is developed in a highly demanding environment, with a university student body with a high socioeconomic profile and an average age of 43.5 years.

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 created specifically for the course by specialist pharmacists who will be teaching the course, so that the didactic development is highly specific and accurate.

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.

Video Techniques and Procedures

TECH introduces students to the latest techniques, to the latest educational advances, to the forefront of current pharmaceutical care procedures. All of this, first hand, and explained and detailed with precision to contribute to assimilation and a better 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 unique multimedia content presentation training system 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.

20%

15%

15%

3%

20%

17%

7%

3%
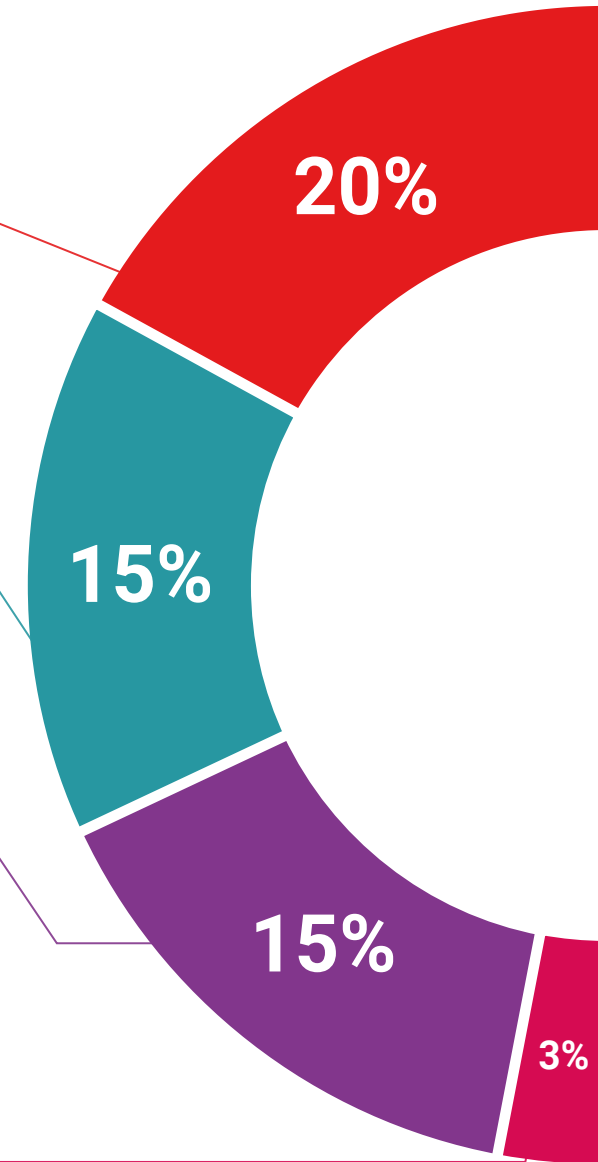
Expert-Led Case Studies and Case Analysis

Effective learning ought to be contextual. Therefore, we will present you with real case developments in which the expert will guide you through focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.

Testing & Retesting

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

Classes

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

Quick Action Guides

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

07
Certificate

The Professional Master's Degree MBA in Pharmacy Office Management and Administration guarantees students, in addition to the most rigorous and up-to-dated education, access to a Professional Master's Degree issued by TECH Technological University.

Successfully complete this program and receive your university degree without travel or laborious paperwork"

This **Professional Master's Degree MBA in Pharmacy Office Management and Administration** contains the most complete and up-to-date scientific program on the market.

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

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

Title: **Professional Master's Degree MBA in Pharmacy Office Management and Administration**

Official Nº 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.

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