

# Postgraduate Certificate Business Plan in Pharma Biotech



## Postgraduate Certificate Business Plan in Pharma Biotech

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Graduates, Postgraduate Certificates and University Graduates who have previously completed any of the programs in the fields of Business, Economics, Medicine, Pharmaceuticals, Biology, Chemistry

Website: [www.techtute.com/pk/school-of-business/postgraduate-certificate/business-plan-pharma-biotech](http://www.techtute.com/pk/school-of-business/postgraduate-certificate/business-plan-pharma-biotech)

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# 01 Welcome

In such a competitive and technologically advanced environment as pharmaceutical biotechnology, having a solid Business Plan is crucial. This allows companies to have a clear vision of their objectives, identify opportunities and establish a strategy to achieve success. It also helps define the organization's unique value proposition, standing out scientific and technological innovation in the creation of new products and therapies. This is why it becomes important for the business expert to be at the forefront in the elaboration of this plan. For this reason, TECH has developed a 100% online program that will give students the possibility of coordinating their daily responsibilities with their studies, since they will not be subject to established schedules.



Postgraduate Certificate Business Plan in Pharma Biotech  
TECH Technological University



“

*You will discover how to create effective business plans and achieve your goals in the pharmaceutical industry”*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*



## At TECH Technological University



### Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"*Microsoft Europe Success Story*", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**+100000**

executives prepared each year

**+200**

different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**+500**

collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.





TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

---

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

---

TECH offers students the best online learning methodology. The university combines the Relearning method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.



### Economy of Scale

---

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

---

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level”*

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

**01**

### A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of students achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects.

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Technological University community.

*We give you the opportunity to study with a team of world-renowned teachers.*

# 04 Objectives

The main objective of this program is to provide the professional with the necessary knowledge and skills to develop solid and effective strategic plans in the pharmaceutical biotechnology industry. In this way, students will learn more about the market, integrate innovation and technology into the company, access financing and strategically manage the company in a highly specialized and regulated environment.



“

*You will develop your potential by defining strategic objectives and aligning your business plan with the pharmaceutical industry, thanks to this Postgraduate Certificate"*



**TECH makes the goals of their students their own goals too**  
**Working together to achieve them**

The **Postgraduate Certificate in Business Plan in Pharma Biotech** enables the student to:

01

Acquire knowledge about the history of strategic Management

02

Categorize the different definitions over time

03

Assess financial efficiency

04

Optimize working capital management



05

Understand the different types of health care systems, such as public, private/private insurance, and private health care

06

Assess unmet patient needs and chronicity management

07

Understand what Market Access is and how the need for this function arises in the pharmaceutical industry

08

Know the structure, organization and functions of the National Health System



09

Delve into the steps involved in planning the market access of a new drug

12

Understand the essence of coaching and its focus on learning

10

Review the points to be analyzed prior to the development of the access plan to understand the environment and competitors

11

Know the capabilities and ethics of the Coach



13

Acquire basic knowledge of the fundamental concepts of leadership and their application in the pharmaceutical industry

14

Understand and categorize leadership theories, exploring the leadership process and the different existing styles and models

15

Achieve an effective tool to achieve results

16

Define unique and differentiated value propositions



05

# Structure and Content

This program is intended to meet the professional needs of business experts and, for this reason, will give a thorough and practical understanding of the creation of a business plan in the context of the pharmaceutical and biotechnology industry. Overall, the syllabus will provide students with the tools and knowledge necessary to develop sound and effective business plans, taking into account the key aspects of business strategy, marketing, financial analysis and their successful implementation.



“

*You will overcome current challenges in the pharmaceutical industry and develop effective business strategies in just 6 weeks of this program"*

## Syllabus

In order to offer a program of excellence, TECH has developed the Postgraduate Certificate in Business Plan in Pharma Biotech. Under these circumstances, the syllabus will begin with an exploration of what a business plan is, its purpose and objectives, and why it is important to develop one and will examine situations in which it is necessary to develop a business plan.

In addition, the context of the pharmaceutical industry will be analyzed, including the structure of the sector and the key departments in the development of a plan of action, such as the General Management, Marketing, Financial and Regulatory Departments. The current challenges facing the industry will also be explored, as well as the process for defining a business plan. This includes defining objectives, describing the product and its key attributes, identifying information, aligning with strategy, defining time and resources, and establishing results.

Following this approach, students will be provided with a wide range of teaching resources available in an exclusive virtual library. In addition, the Relearning method will be implemented to ensure enriching and effective learning. Additionally, one of the stand out advantages of this program is its 100% online methodology, which will allow participants to adjust their time flexibly. In this way, it will be possible to access the content at any time and from any place by simply using a device with an Internet connection.

This Postgraduate Certificate takes place over 6 weeks and it consists of 1 module.

### Module 1

### The Business Plan in The Territory





### Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Business Plan in Pharma Biotech completely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

**Module 1. The Business Plan in The Territory**

**1.1. Business Plans**

- 1.1.1. What is a Business Plan?
- 1.1.2. Purpose and Objectives of Business Plans
- 1.1.3. Why Is It Important to Make a Business Plan?
- 1.1.4. When Should We Make a Business Plan?

**1.2. Pharmaceutical Industry Context**

- 1.2.1. Structural Situation of The Pharmaceutical Industry
- 1.2.2. Key People and Departments in The Development of a Plan of Action:
- 1.2.3. General Management
  - 1.2.3.1. Sales Management
  - 1.2.3.2. Marketing Department
  - 1.2.3.3. Medical Department
  - 1.2.3.4. Financial Department
  - 1.2.3.5. Regulatory Department
- 1.2.4. Current Challenges Facing The Pharmaceutical Industry

**1.3. Stages for Defining a Business Plan**

- 1.3.1. Define Objectives
- 1.3.2. Product Description: Key Attributes
- 1.3.3. What Information Do I Need to Make a Plan?
  - 1.3.4. Alignment with Strategy
  - 1.3.5. Define Timings
  - 1.3.6. Define Resources
  - 1.3.7. Establish Results

**1.4. Business and Marketing Plan**

- 1.4.1. Business Resources to Set Up a Plan
- 1.4.2. Choice of the Plan According to Our Objective
- 1.4.3. Marketing Strategy: Alignment
- 1.4.4. Marketing Resources as Leverage

**1.5. Customer Analysis**

- 1.5.1. Customer Relationship Management
- 1.5.2. Identify Customer Needs
- 1.5.3. Communication With Client
- 1.5.4. Conclusions

**1.6. Competitive Analysis**

- 1.6.1. Market Segmentation
- 1.6.2. Competitive Analysis of Your Product
- 1.6.3. Commercial Strategies vs The Competition
- 1.6.4. Expansion Plans
- 1.6.5. Defense Plans

**1.7. Economic Analysis of The Business Plan**

- 1.7.1. Estimation of Costs and Objectives
- 1.7.2. Investment Sources and Strategies
- 1.7.3. Financial Risk Analysis
- 1.7.4. Return on Investment Assessment

**1.8. Implementation and Follow-Up of the Business Plan**

- 1.8.1. Business Plan Agenda
- 1.8.2. Process Monitoring and Review Mechanisms According to Evolution
- 1.8.3. KPI: Objective Performance Indicators
- 1.8.4. Conclusions

**1.9. Final Analysis of The Business Plan**

- 1.9.2. Compliance with Deadlines
- 1.9.3. Analysis of Results
- 1.9.4. Budget Analysis

**1.10. *Pharma Biotech* Marketing Plan**

- 1.10.1. Market Analysis
- 1.10.2. Competition
- 1.10.3. Target Audience
- 1.10.4. Brand Positioning





# 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"*



## TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

**“** *You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.



## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



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.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic 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.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



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 highly 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.



### 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.



### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### 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.





### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



### 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".



### 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.



07

# Our Students' Profiles

The Postgraduate Certificate is aimed at Graduates, Postgraduate Certificates and University Graduates who have previously completed any of the following programs in the fields of Business, Economics, Medicine, Pharmaceuticals, Biology, Chemistry.

The diversity of participants with different educational profiles and from multiple nationalities makes up the multidisciplinary approach of this program.

The Postgraduate Certificate may also be taken by professionals who, being university graduates in any area, have two years of work experience in the medical or pharmaceutical field.





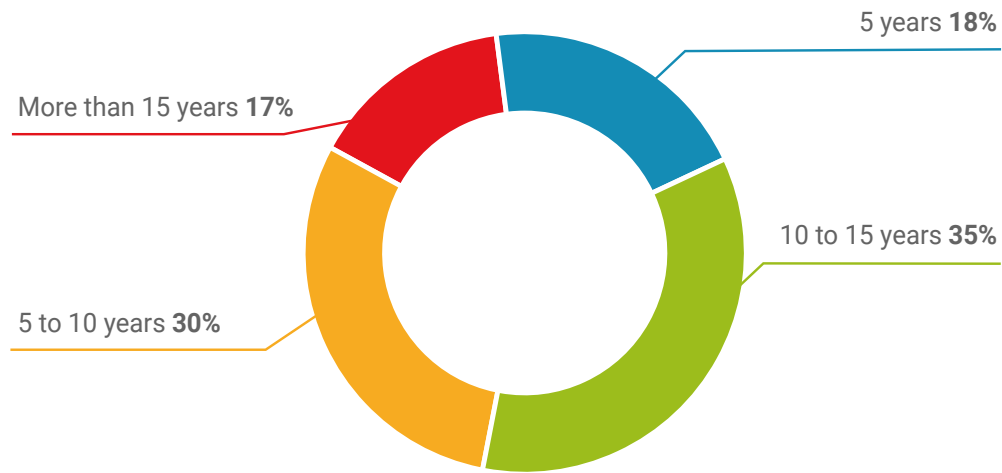
“

*You will master economic analysis and ROI assessment in the pharmaceutical field”*

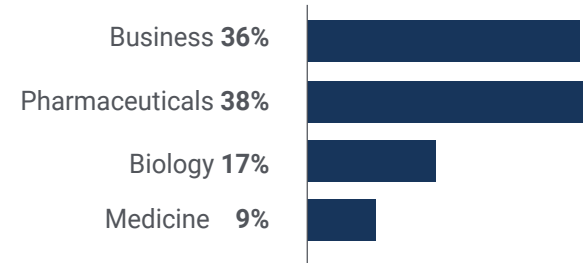
### Average Age

Between **35** and **45** years old

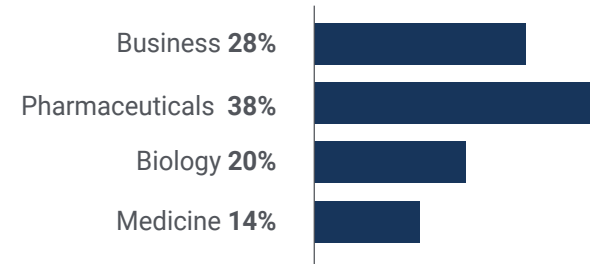
### Years of Experience



### Training



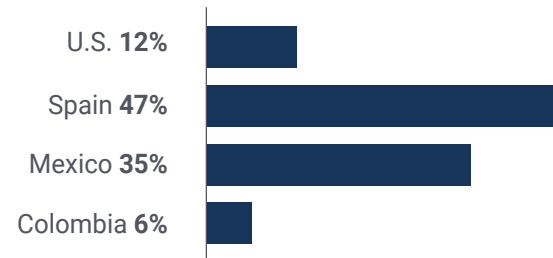
### Educational Profile





## Geographical Distribution

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## Carolina Salamanca

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Product Manager

*"I graduated a while ago and I'm really happy with my current job. The education I received during my studies provided me with a solid foundation of knowledge and skills that have allowed me to stand out in my professional field"*

08

# Course Management

The Postgraduate Certificate will have a team of teachers of excellence, composed of recognized specialists in the fields of the Pharmaceutical Industry, Medicine and Business. These professors, with an cutting-edge educational vision, have extensive work experience, which will guarantee students the acquisition of quality knowledge from outstanding professionals in each of their respective fields.



“

*You will be an expert in market analysis and identification of customer needs in the biotech sector”*

## Management



### Mr. Cardenal Otero, César

- ♦ Pharmabiomedical Executive at Amgen
- ♦ Author of the book " Personal Brand Communication through Social Networks by Professionals in the Health Sector"
- ♦ Degree in Marketing from Prifysgol Cymru University in Wales
- ♦ Distinguished grade in the Inspiring Leadership through Emotional Intelligence course at Case Western Reserve University
- ♦ Postgraduate Degree in Management and Health of the Pharmaceutical Industry of the European University
- ♦ Master's Degree in SME Administration from the Polytechnic School of Management
- ♦ Specialization in Social Media Marketing from Northwestern University
- ♦ Postgraduate Diploma in International Trade and Transport, University of Cantabria, Spain
- ♦ Postgraduate Certificate in Business Administration from the University of Cantabria

## Professors

### Mr. Ribas Guardiola, Xavi

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





09

# Impact on Your Career

Completing this program with TECH will open doors to specific career opportunities, provide specialized strategic knowledge and skills, offer a multidisciplinary perspective and allow the professional to have a positive impact on the pharmaceutical and biotechnology industry.



“

*You will identify growth opportunities and develop expansion plans for your company in the pharmaceutical field”*



### Are you ready to take the leap? Excellent professional development awaits you.

TECH's Postgraduate Certificate in Business Plan in Pharma Biotech is an intensive program that prepares you to face business challenges and decisions in the medical and pharmaceutical fields. The main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve yourself, make a positive change at a professional level and interact with the best, this is the place for you"

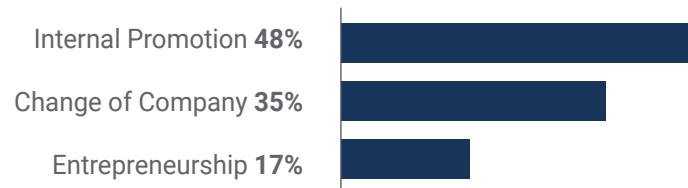
*You will be an expert business strategist and learn how to face competition in the biotechnology field.*

*You will acquire customer relationship management skills and improve your communication in the industry.*

#### Time of change



#### Type of change



### Salary increase

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This program represents a salary increase of more than **27.19%** for our students



10

# Benefits for Your Company

The graduate of the Business Plan program will be able to provide the company with a competitive advantage in the pharmaceutical and biotechnology industry. From developing sound strategic plans to identifying growth opportunities and improving decision making, the company will benefit from having an expert who can drive success and growth in this highly specialized field.



“

*You will delve into the world of marketing in the pharmaceutical industry and master brand positioning to open up new career opportunities"*

Developing and retaining talent in companies is the best long-term investment.

01

### **Growth of talent and intellectual capital**

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

---

02

### **Retaining high-potential executives to avoid talent drain**

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

### **Building agents of change**

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

---

04

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### **Project Development**

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

---

06

### **Increased competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward.

11

# Certificate

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





“

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

This **Postgraduate Certificate in Business Plan in Pharma Biotech** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained through the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

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

Official N° of Hours: **150 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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