

# Postgraduate Certificate

Team Leadership  
in Pharma Biotech



## Postgraduate Certificate Team Leadership in Pharma Biotech

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » 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/us/business-school/postgraduate-certificate/team-leadership-pharma-biotech](http://www.techtute.com/us/business-school/postgraduate-certificate/team-leadership-pharma-biotech)

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# 01 Welcome

The responsibility of being the leader of a medical team involves managing highly specialized professionals in the research and development of drugs and therapies. It requires technical skills, strong interpersonal competencies and the ability to face unique challenges in the industry. For this reason, it has become essential for the business professional to be at the forefront of the work that involves this work of authority. In this way you can make a difference in advancing science and positively impacting people's health. In this sense, TECH has developed a 100% online program, which gives students the opportunity to reconcile their daily responsibilities with their studies, since it is not limited by pre-established schedules.



Postgraduate Certificate in Team Leadership in Pharma Biotech  
TECH Global University



“

*You will delve into the fundamental concepts of leadership and awaken your potential to positively influence your team”*

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 Global 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:



### 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"*



### Analysis

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



### Academic Excellence

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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.

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 Global University community.

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

# 04 Objectives

This program aims to provide business professionals with the necessary skills and knowledge that will help them to effectively lead multidisciplinary teams in the pharmaceutical and biotechnology industry. This implies that the student will be able to manage and coordinate the efforts of highly specialized professionals, such as scientists, researchers and business development personnel, to achieve the strategic objectives of the organization.





“

*You will explore various cutting-edge leadership theories and discover the types of leadership that will allow you to stand out in the industry”*

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

The **Postgraduate Certificate in Team Leadership in Pharma Biotech** enables the student to:

01

Acquire knowledge about the history of strategic Management

04

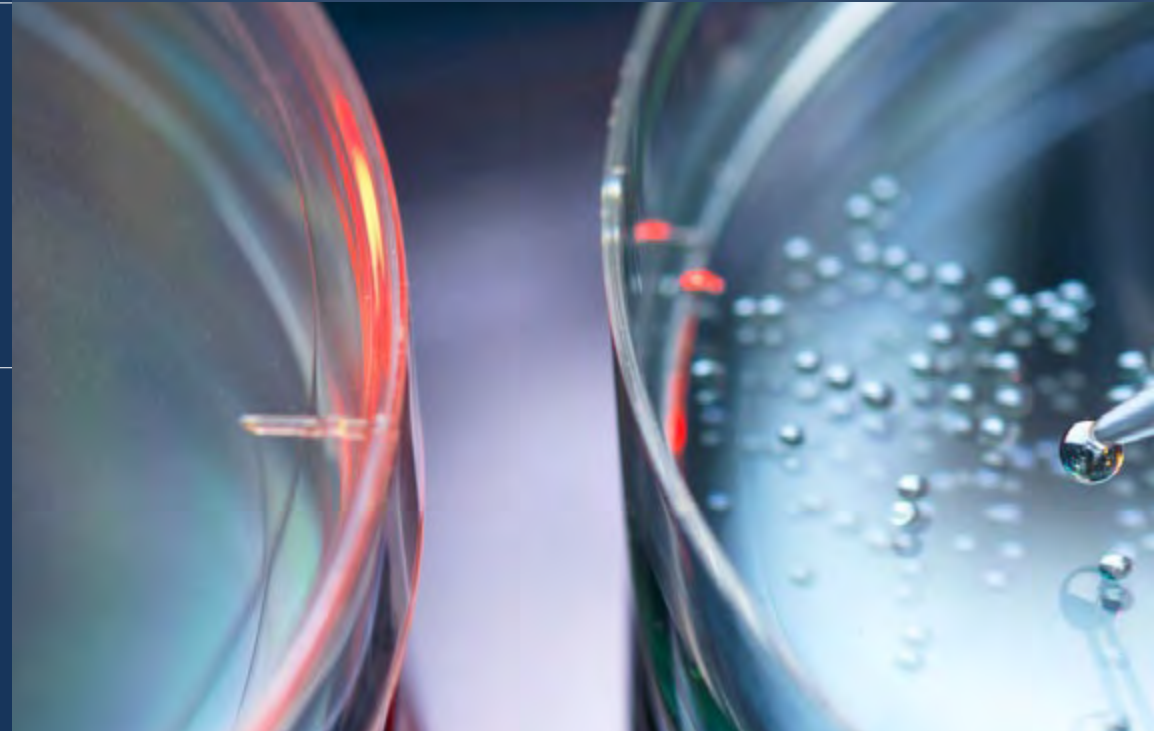
Optimize working capital management

02

Categorize the different definitions over time

03

Assess financial efficiency





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

The Postgraduate Certificate in Team Leadership in Pharma Biotech will focus on group management in the pharmaceutical industry, providing an introduction to fundamental concepts such as power, influence and the definition of leadership. The content will explore various theories related to this concept, examining its process, different styles and evolutionary models.



“

*You will learn to manage teams efficiently and achieve better organization, planning and assessment of your employees' performance"*

## Syllabus

During the 6-week Postgraduate Certificate, emphasis will be placed on the development of leadership skills as well as effective team management throughout the organization. Key topics such as time management, objective planning and team performance assessment will be addressed. Likewise, the skills necessary for team management, decision making, effective communication, negotiation and conflict resolution will be emphasized.

In addition, the importance of personal development and team motivation in the context of the pharmaceutical industry will stand out. The relevance of establishing a common objective and the promotion of teamwork to achieve it will also be emphasized. In addition, emphasis will be placed on the development of specific projects, which will allow participants to apply the knowledge acquired in a practical and real context.

In this context, an educational proposal is presented in a 100% online format. With this modality, students will have access to an extensive virtual library of educational materials, including specialized readings and interactive summaries, which will facilitate their learning process. In addition, easy access will be guaranteed from any device with an Internet connection.

In this way, the syllabus will be tailored to the individual and collective professional goals of each student, fostering excellence in the pharmaceutical and biotechnology industry. Innovative content based on the latest trends will be offered, and the Relearning method will be used to help understand complex concepts more efficiently in less time.

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

### Module 1

### Team Leadership in Pharma



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

TECH offers the possibility of developing this Postgraduate Certificate in Team Leadership *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. Team Leadership in Pharma**

**1.1. Leadership**

- 1.1.1. Leadership Introduction
- 1.1.2. Power and Influence
- 1.1.3. What Is Leadership?
- 1.1.4. Conclusions

**1.2. Leadership Theory**

- 1.2.1. Leadership Process
- 1.2.2. Leadership Styles
- 1.2.3. Leadership Models
- 1.2.4. Evolution

**1.3. Leadership Skills**

- 1.3.1. Communication
- 1.3.2. Commitment
- 1.3.3. Motivation
- 1.3.4. Decision Making

**1.4. Group Management**

- 1.4.1. Organisation
- 1.4.2. Time Management
- 1.4.3. Planning and Objectives
- 1.4.4. Equipment Assessment

**1.5. Team Management Skills**

- 1.5.1. Goals
- 1.5.2. Objectives
- 1.5.3. Time Management
- 1.5.4. Problem Management

**1.6. Decision Making**

- 1.6.1. Process
- 1.6.2. Team Decision-Making
- 1.6.3. Strategic Decisions
- 1.6.4. Ethical Decisions

**1.7. Communication, Part of Success**

- 1.7.1. External Communication
- 1.7.2. Internal Communication
- 1.7.3. Crisis Communication
- 1.7.4. Intercultural Communication

**1.8. Negotiation and Conflict Management**

- 1.8.1. Communication Strategies
- 1.8.2. Skills
- 1.8.3. Conflict Management
- 1.8.4. Team Negotiation

**1.9. People Development**

- 1.9.1. Equipment
- 1.9.2. Motivation
- 1.9.3. Visibility
- 1.9.4. Conclusions

**1.10. Common Objective, Project Development**

- 1.10.1. Common Objective, Which Is
- 1.10.2. Multidisciplinary Teams
- 1.10.3. Building Alliances
- 1.10.4. Most Used Strategies





“

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

# 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.*



## 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.

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

## 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 strengthen your skills to lead teams, set clear goals and solve problems with agility"*

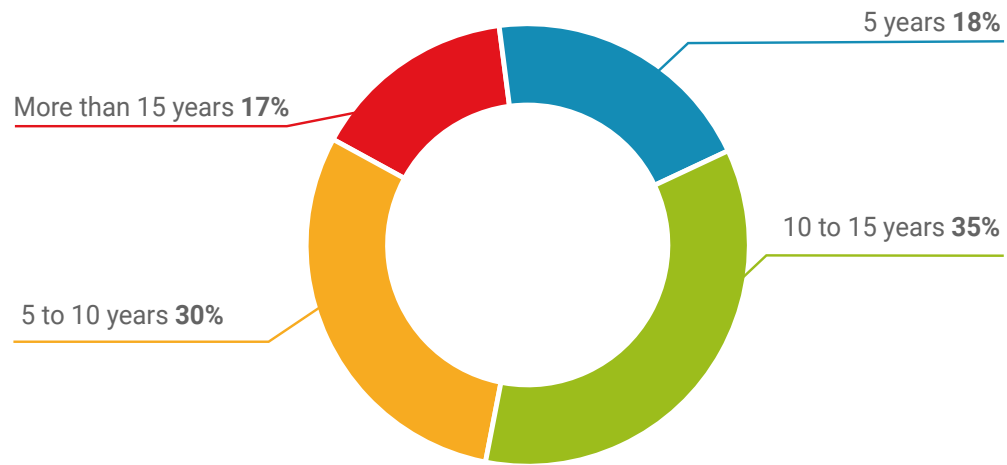
### Average Age

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

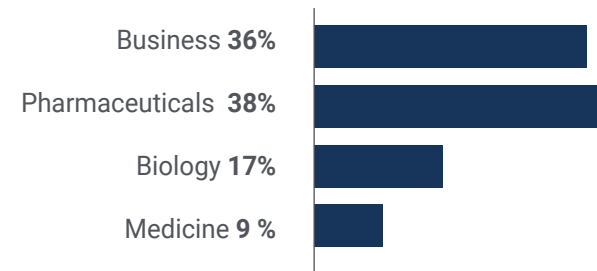
### Years of Experience

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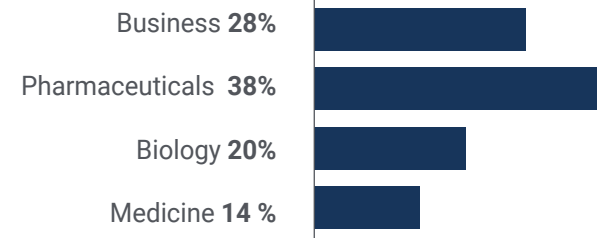
### Training

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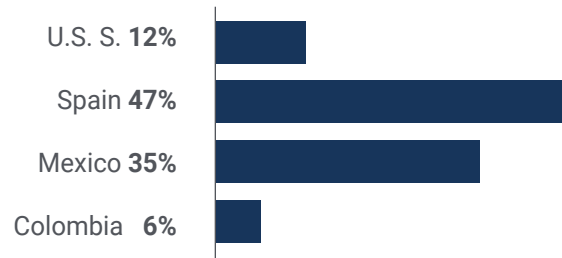
### Academic Profile

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## Geographical Distribution

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## Mario Espitia

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Personnel Manager

*"I have had the opportunity to expand my knowledge, discover new areas of interest and cultivate fundamental skills for my career. The learning I received was of high quality and solid support at every step of my journey. I am convinced that this Postgraduate Certificate has equipped me with the necessary skills to face the challenges of the work environment with confidence and to achieve my personal and professional goals with determination"*

08

# Course Management

This program stands out for having a team of excellent teachers who teach from an innovative educational perspective. The teachers are recognized specialists in the fields of Pharmaceutical Industry, Medicine and Business, and have extensive professional experience. In this way, students will have the certainty of receiving a quality education, obtaining knowledge directly from outstanding professionals in their respective fields.





“

*You will develop key skills, such as effective communication and motivation, that will make you an inspiring and successful leader”*

## 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





08

# Impact on Your Career

The graduates of this program will notice a significant change in their professional careers. In this sense, you will have greater job opportunities, advance in leadership positions, multidisciplinary collaboration skills and up-to-date knowledge in a constantly refreshing field. These advantages will contribute to professional growth and the achievement of goals in the dynamic and challenging context of the pharmaceutical and biotechnology industry.



“

*You will apply effective communication in all areas of the company, from external communication to crisis management, thanks to this Postgraduate Certificate"*

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

TECH's Postgraduate Certificate in Team Leadership in Pharma Biotech is an intensive program that prepares you to face business challenges and decisions in the medical and pharmaceutical field. 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 network with the best, then this is the place for you.

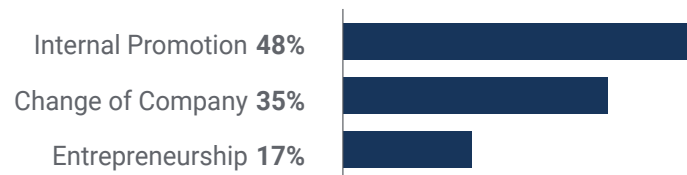
*You will foster the development of the people who make up your team, and promote motivation, visibility and professional growth.*

*You will design negotiation and conflict management techniques to resolve differences and reach agreements beneficial to all parties involved.*

### When the change occurs



### Type of change



## Salary increase

---

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



09

# Benefits for Your Company

With this program, the professional will be able to benefit the company with effective leadership and excellent management of multidisciplinary teams. In this way, you will develop your ability to adapt to a changing environment and provide improved communication and conflict resolution. These benefits will contribute to the company's growth and success in the pharmaceutical and biotechnology industry.



“

*You will recognize the importance of working towards a common goal and lead multidisciplinary projects with successful strategies in the Biotech field"*

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

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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

# 10 Certificate

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





“

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

This program will allow you to obtain your **Postgraduate Certificate in Team Leadership in Pharma Biotech** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

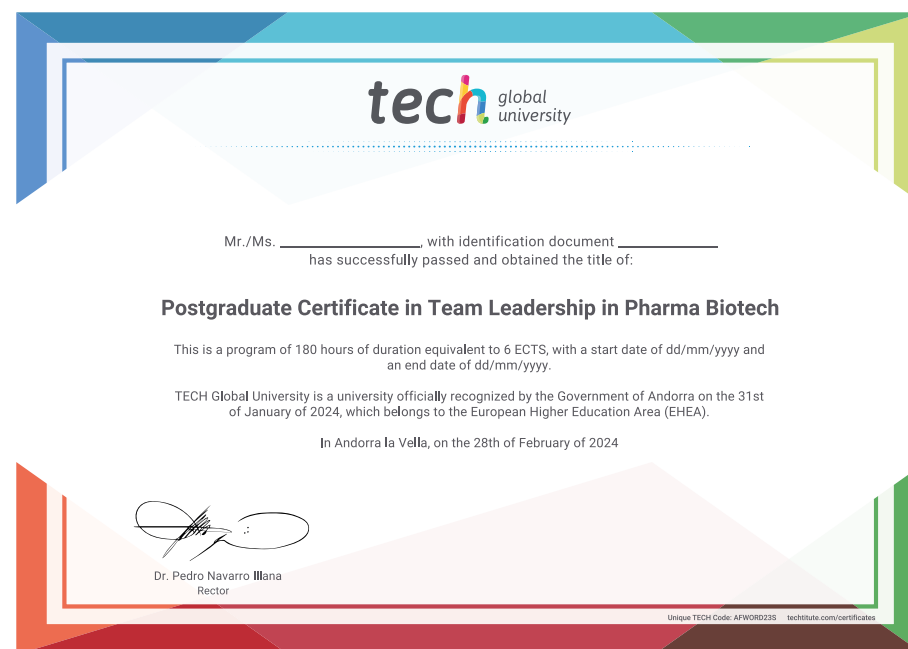
This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Team Leadership in Pharma Biotech**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.



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in Pharma Biotech