

# Executive Master's Degree

## MBA in Pharma Biotech Business Management

**M B A P B B M**



## Executive Master's Degree MBA in Pharma Biotech Business Management

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University graduates and postgraduates who have previously completed any of the programs in the fields of Business, Economics, Medicine, Pharmaceuticals, Biology, Chemistry

Website: [www.techtute.com/us/school-of-business/executive-master-degree/master-mba-pharma-biotech-business-management](http://www.techtute.com/us/school-of-business/executive-master-degree/master-mba-pharma-biotech-business-management)

# Index

01

Welcome

---

*p. 4*

02

Why Study at TECH?

---

*p. 6*

03

Why Our Program?

---

*p. 10*

04

Objectives

---

*p. 14*

05

Skills

---

*p. 20*

06

Structure and Content

---

*p. 26*

07

Methodology

---

*p. 44*

08

Our Students' Profiles

---

*p. 52*

09

Course Management

---

*p. 56*

10

Impact on Your Career

---

*p. 78*

11

Benefits for Your Company

---

*p. 82*

12

Certificate

---

*p. 86*

# 01

# Welcome

Business Management involves facing unique challenges due to the regulated and competitive nature of the pharmaceutical and biotechnology industry. The continuous evolution of scientific knowledge, technological advances and changing regulations have created the need for specialized and up-to-date education for key players in this sector. Therefore, managers must have scientific and technical knowledge as well as an understanding of the commercial and financial aspects of the company. To meet this demand, TECH has developed a program that will enable students to become experts in the field of business management. This program is presented in a 100% online format, which will provide flexibility to access the content at any time and place, with no time restrictions.



**MBA in Pharma Biotech Business Management**  
**TECH Technological University**



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*Thanks to TECH, you will learn  
key business management  
and leadership skills"*

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

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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

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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

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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

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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

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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

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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 behind this program is to provide professionals with the tools that will enable them to have the essential knowledge and skills to succeed in the pharmaceutical and biotechnology industry. In this way, they will be prepared to assume key roles in fundamental areas such as drug research and development, project management, and the production and manufacturing of these products.



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*You will update your knowledge in Strategic Management in the Pharmaceutical and Biotechnology Industry with this program”*

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

The MBA in Pharma Biotech Business Management will enable students to:

01

Acquire knowledge about the history of strategic management

02

Categorize the different definitions over time

03

Evaluate financial efficiency

04

Optimize working capital management

05

Understand the different types of healthcare systems, such as public, private/private insurance, and managed healthcare





06

Assess unmet patient needs and chronicity management

08

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



09

Delve into the steps to be followed to plan the market access of a new drug

07

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

10

Review the points to be analyzed in a phase prior to the development of the access plan to know about the environment and competitors

11

Know about the capabilities and ethics of the Coach

12

Understand the essence of Coaching and its approach to learning

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

Obtain an effective tool to achieve results

16

Define unique and differentiated value propositions

# 05 Skills

This Executive Master's Degree will offer professionals a unique opportunity to acquire fundamental skills that will enable them to succeed in the pharmaceutical and biotechnology industry. Professionals who complete this program will acquire scientific, technical, regulatory, business management and innovative thinking skills. In this way, they will be prepared to face the challenges and take advantage of the opportunities in this ever-growing sector.



A grayscale photograph of a hand pointing at a document. The document features a bar chart with three bars of increasing height and a pie chart. The text 'profit trend' is visible on the document. The image is partially obscured by a dark blue diagonal overlay.

“

*In just 12 months you will learn  
about Pharma Biotech Marketing and  
boost your career to new horizons”*

01

Understand the importance of business ethics

02

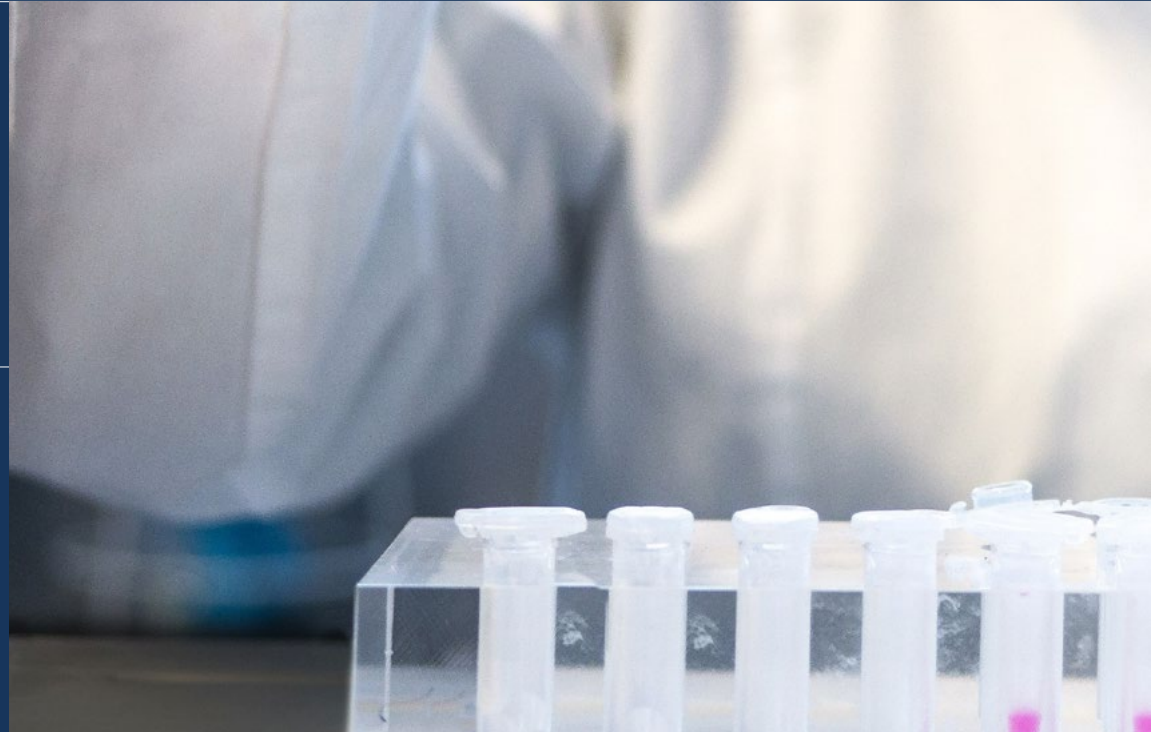
Assess environmental sustainability in the business context

03

Optimize the supply chain

04

Ensure regulatory compliance



05

Evaluate 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

06

Analyze the interaction of Market Access professionals with other departments of the pharmaceutical industry

07

Review the latest trends in drug evaluation (Multi-criteria Analysis) and drug purchasing

08

Delve into the economic analysis of a drug, differentiating between partial and complete economic evaluations



09

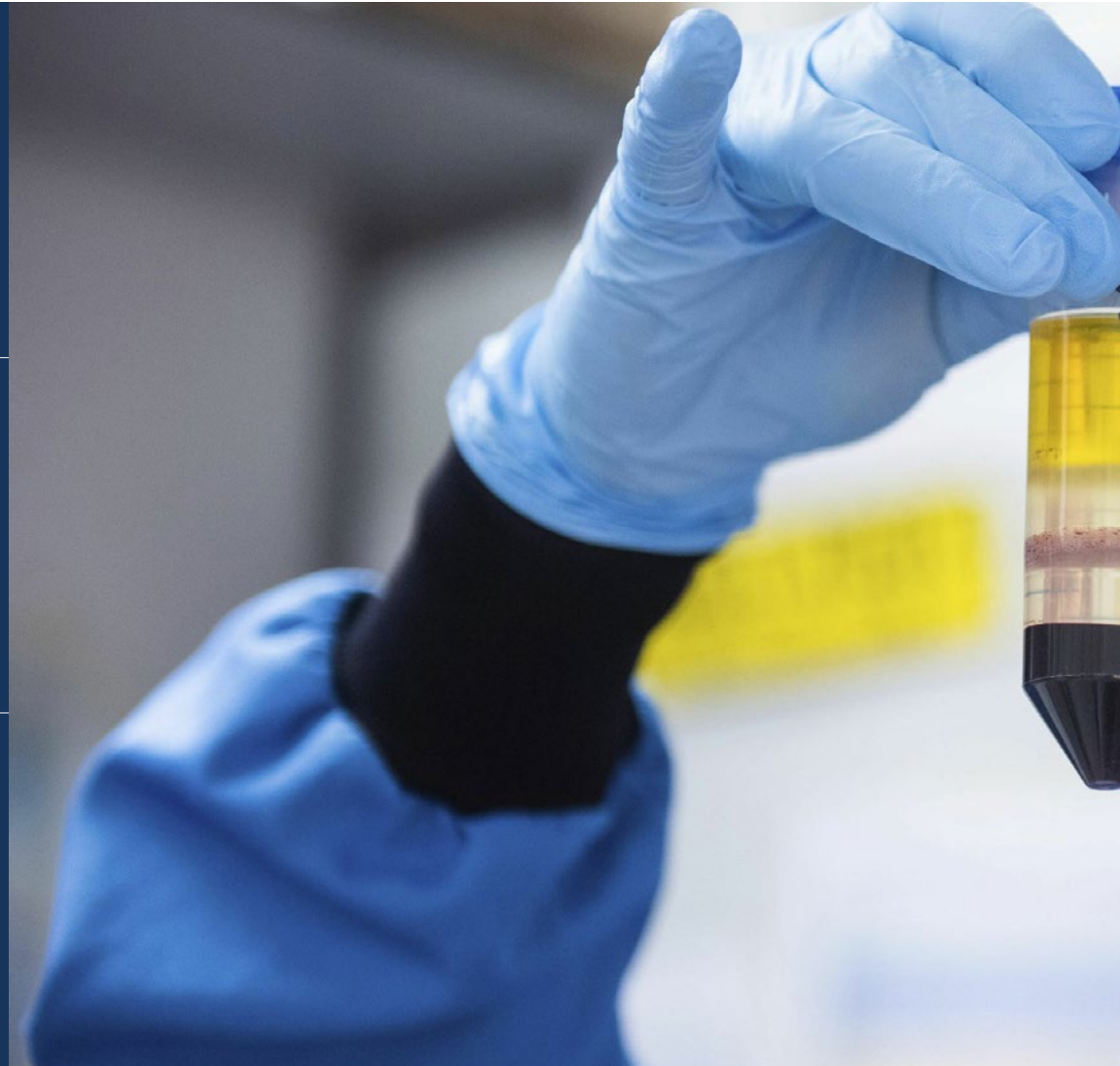
Understand the phases of the action plan: accompanying, follow-up and commitment

10

Elaborate individual action plans with the team members

11

Understand the importance of personal and professional development of team members, and its impact on the overall success of the project







12

Apply the knowledge acquired to work towards achieving a common goal through the development of a specific project

13

Define strategies for plan revision

14

Establish objective indicators of plan achievement

06

# Structure and Content

The Executive Master's Degree MBA in Pharma Biotech Business Management will focus on the interdisciplinary aspects of the pharmaceutical and biotechnology industry, standing out for its extent and relevance. Students will gain knowledge in key areas ranging from drug discovery and development to drug production and manufacturing. Furthermore, we will delve into quality management, regulation and compliance, as well as the applications of biotechnology in the pharmaceutical field.



“

*With the Relearning method you will learn complex concepts with less effort and greater performance"*

## Syllabus

One of the main developments of this Executive Master's Degree is its exploration of emerging topics of great relevance, such as personalized medicine, gene therapy and the application of artificial intelligence in pharmaceutical research. This comprehensive and up-to-date approach will ensure that students are prepared to meet the challenges and take advantage of the opportunities in this constantly evolving field.

Over the course of 12 months, this program creates a unique and effective teaching experience that lays the foundation for a promising and successful future in Pharma Biotech Business Management. In this way, topics such as the history, levels and definitions of strategic management, as well as the fundamentals and applications of marketing in this sector will be addressed. In addition, the main areas of focus in financial and operational control in the pharmaceutical and biotechnology industry will be explored.

Furthermore, it will focus on patient-centered medicine and detail the steps that must be followed to achieve successful access to a new drug. In turn, it will address the role of physicians in the pharmaceutical industry, highlighting their informative work on advances in treatments and the need for scientific and communication skills.

With this in mind, TECH has developed this program in a 100% online format, which will have a large library of multimedia resources such as interactive summaries and specialized readings. Additionally, it gives total freedom to access from any device with an Internet connection. A syllabus that will be tailored to professional goals and will propel the student to excellence in the pharmaceutical and biotechnology field. The program will offer innovative content based on the latest trends, and added to the Relearning method, which will allow the professional to understand complex concepts in less time and more efficiently.

This Executive Master's Degree takes place over 12 months and is divided into 15 modules:

<b>Module 1</b>	Strategic Management in the Pharmaceutical and Biotechnology Industry
<b>Module 2</b>	Marketing in Pharma Biotech
<b>Module 3</b>	Human Resources Management
<b>Module 4</b>	Digital Health Management: Technological Innovation in the Health Sector
<b>Module 5</b>	Market Access (1). Organization and Processes
<b>Module 6</b>	Market Access (2). Tools and Strategy
<b>Module 7</b>	Integral Coaching in Pharma Biotech
<b>Module 8</b>	The Medical Department
<b>Module 9</b>	Team Leadership in Pharma
<b>Module 10</b>	The Business Plan in the Territory
<b>Module 11</b>	Leadership, Ethics and Social Responsibility in Companies
<b>Module 12</b>	People and Talent Management
<b>Module 13</b>	Economic and Financial Management
<b>Module 14</b>	Commercial Management and Strategic Marketing
<b>Module 15</b>	Executive Management



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

TECH offers you the possibility to study this MBA in Pharma Biotech Business Management completely online. Throughout the 12 months of the educational program, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

**Module 1. Strategic Management in the Pharmaceutical and Biotechnology Industry**

**1.1. Go-to-Market 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. Management Levels
- 1.2.2. Innovation
- 1.2.3. Portfolio
- 1.2.4. Acquisition

**1.3. Creating Corporate Value**

- 1.3.1. The 6 Types of Value Generation in the Company
- 1.3.2. Performance in the Company
- 1.3.3. Examples from the Sector
- 1.3.4. Conclusions

**1.4. The Pharmaceutical and Biotechnology Business Environment**

- 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. Analysis of the Value Chain
- 1.5.2. Analysis of Skills and Resources
- 1.5.3. VRIO Analysis
- 1.5.4. Conclusions

**1.6. Strategic Business Unit Strategies**

- 1.6.1. Strategic Business Unit Strategies
- 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 Strategies
- 1.7.4. Most used Strategies

**1.8. Internationalization Strategies**

- 1.8.1. International Strategy of a Company
- 1.8.2. The Globalization of the Economy
- 1.8.3. Risks of Internationalization
- 1.8.4. Benefits of Internalization

**1.9. Strategic Alliances, Takeovers and Mergers**

- 1.9.1. External Growth Strategy vs. Internal Growth Strategy
- 1.9.2. Partnerships in the Pharmaceutical Industry
- 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 Economy

**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. Information Acquisition
- 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 Plans**

- 2.5.1. Integrating Digital Marketing into the Global Marketing Strategy
- 2.5.2. Community Manager
- 2.5.3. Digital Marketing Plans
- 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 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. Patient Associations

**2.8. Design of Digital Programs**

- 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 Developments

**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 in the Pharmaceutical Industry
- 2.10.3. Virtual, Augmented and Mixed Reality
- 2.10.4. Metaverse

**Module 3. Human Resources Management**

**3.1. Personnel Selection**

- 3.1.1. Recruitment Process
- 3.1.2. Resume Review
- 3.1.3. Recruitment Interviews
- 3.1.4. Aptitude Tests and Psychometric Assessments

**3.2. Compensation and Benefits**

- 3.2.1. Compensation System Design
- 3.2.2. Elaboration of Variable Compensation
- 3.2.3. Benefit Design
- 3.2.4. Emotional Salary

**3.3. Performance Management**

- 3.3.1. Performance Evaluation
- 3.3.2. Talent and Improvement Programs
- 3.3.3. Feedback Meetings
- 3.3.4. Talent Retention and Loyalty Programs

**3.4. Emotional Intelligence in the Work Environment**

- 3.4.1. Emotional Awareness
- 3.4.2. Emotion Management
- 3.4.3. Empathy at Work
- 3.4.4. Social Skills and Collaboration

**3.5. Training and Continuous Development**

- 3.5.1. Career Plans
- 3.5.2. Specific Skills Development
- 3.5.3. Internal Promotion and Growth Opportunities
- 3.5.4. Adaptation to the Workplace

**3.6. Team Management and Leadership**

- 3.6.1. Effective Team Building
- 3.6.2. Inspirational Leadership
- 3.6.3. Effective Communication
- 3.6.4. Conflict Resolution

**3.7. Organizational Adaptability and Flexibility**

- 3.7.1. Change Management
- 3.7.2. Flexibility in Labor Policies
- 3.7.3. Human Resources Innovation
- 3.7.4. Adapting to New Technologies

**3.8. Diversity and Inclusion in the Workplace**

- 3.8.1. Diversity Promotion
- 3.8.2. Equal Opportunity
- 3.8.3. Creation of Inclusive Environments
- 3.8.4. Diversity Awareness and Training

**3.9. Positive Psychology at Work**

- 3.9.1. Positive Organizational Culture
- 3.9.2. Workplace Well-Being
- 3.9.3. Promotion of Positive Attitudes
- 3.9.4. Resilience and Coping in the Workplace

**3.10. Technology and Human Resources**

- 3.10.1. Automation in Human Resources Processes
- 3.10.2. Data Analysis for Decision Making
- 3.10.3. Tools in Human Resources Management
- 3.10.4. Cybersecurity and Personal Data Protection



**Module 4. Digital Health Management: Technological Innovation in the Health Sector**

**4.1. Hospital Information Systems**

- 4.1.1. Implementation
- 4.1.2. Management of Hospital Information Systems
- 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. Tele-monitoring Platforms
- 4.2.3. Patient Monitoring
- 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. The 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 (VR) 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. Robotics in Medicine**

- 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 Images 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 Consent
- 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. Authorization and Registration of New Medicines**

- 5.2.1. Health Authorities
- 5.2.2. European Medicines Agency (EMA)
- 5.2.3. New Drug Marketing Authorization Process: Centralized, Decentralized and Mutual Recognition Processes

**5.3. Evaluation of New Drugs at National Level**

- 5.3.1. Health Technology Assessment Agencies
- 5.3.2. Relations
- 5.3.3. Europe
- 5.3.4. Therapeutic Positioning Reports (TPR)
- 5.3.5. Decision Makers and Influencers

**5.4. Other New Drug Evaluations**

- 5.4.1. GENESIS Group Evaluations
- 5.4.2. Regional Evaluations
- 5.4.3. Evaluations in Hospital Pharmacies: Pharmacy and Therapeutics Committees
- 5.4.4. Other Evaluations

**5.5. From Drug Approval to Availability to The Patient**

- 5.5.1. New Drug Pricing and Reimbursement Application Process
- 5.5.2. Marketing and Financing Conditions
- 5.5.3. Procedure for Access to Medicines at Hospital Level
- 5.5.4. Access Procedure for Drugs Dispensed in Street Pharmacies
- 5.5.5. Access to Generic and Biosimilar Drugs

**5.6. Drug Financing**

- 5.6.1. Traditional Versus New Financing Schemes
- 5.6.2. Innovative Agreements
- 5.6.3. Risk-Sharing Agreements (RSAs)
- 5.6.4. Types of RSA
- 5.6.5. Criteria for RSA Selection

**5.7. Drug Purchasing Process**

- 5.7.1. Public Contracting
- 5.7.2. Centralized Purchasing of Medicines and Health Products
- 5.7.3. Framework Agreements
- 5.7.4. Conclusions

**5.8 Market Access Department (1). Professional Profiles**

- 5.8.1. Evolution of the Market Access Professional Profile
- 5.8.2. Professional Profiles in Market Access
- 5.8.3. Market Access Manager
- 5.8.4. Pharmaco-economics
- 5.8.5. Pricing
- 5.8.6. Key Account Manager

**5.9. Market Access Department (2). Interaction with Other Departments of the Pharmaceutical Industry**

- 5.9.1. Marketing and Sales
- 5.9.2. Medical Department
- 5.9.3. Institutional Relations
- 5.9.4. Regulatory
- 5.9.5. 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. Region and Account Segmentation
- 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. Access Management at Regional Level
- 6.2.2. Access to The Hospital Drug Market Hospital Pharmacy Management and Strategy
- 6.2.3. Access to the Street Pharmacy Drug Market
- 6.2.4. Primary Care Pharmacist Management and Strategy

**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. Treatment Satisfaction
- 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 the Disease
- 6.5.5. Cost Consequence

**6.6. Studies of Economic Analysis**

- 6.6.1. Budget Impact Studies
- 6.6.2. Market Growth
- 6.6.3. Associated Risks
- 6.6.4. Intellectual Property

**6.7. Assessments of Economic Analysis**

- 6.7.1. Full 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. Contents of the Value Dossier
- 6.8.2. The Clinical Value of the Drug
- 6.8.3. The 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 the different Autonomous Communities

**6.9. Documents Required for the Price and Reimbursement Request**

- 6.9.1. Documentation Requirements
- 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. Multi-Criteria Analysis (MCA)
- 6.10.3. Innovative Public Procurement
- 6.10.4. Latest Trends

**Module 7. Integral Coaching in *Pharma Biotech***

**7.1. Principles of Coaching in Pharma Biotech**

- 7.1.1. Coaching Skills and Ethics
- 7.1.2. The Essence of Coaching
- 7.1.3. Learning to Learn
- 7.1.4. Recommended Movie: the Peaceful Warrior

**7.2. The Coaching Process - Schools and Models**

- 7.2.1. North American Coaching Contributions
- 7.2.2. Contributions of Humanistic-European Coaching
- 7.2.3. Ontological American 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 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. Ontology of Language
- 7.6.5. Leonardo Wolk. The Art of Blowing Embers

**7.7. Techniques. 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 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
- 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 to Design an Action Plan
- 7.9.8. Coaching Questions for the Client to Find their Own Solutions

**7.10. The Action**

- 7.10.1. Phases of the Action Plan
- 7.10.2. Accompaniment
- 7.10.3. Monitoring
- 7.10.4. Commitment
- 7.10.5. How to Elaborate an Action Plan 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. Purpose 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 of The Medical Department in The Pharmaceutical Industry

**8.2. Monitoring**

- 8.2.1. Fundamentals of Clinical Development
- 8.2.2. Legislation in Clinical Trials
- 8.2.3. Types of Clinical Trials
- 8.2.4. Clinical Trials 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 Trials Methodology**

- 8.3.1. Clinical Trial Design
- 8.3.2. Stages in the Development of Clinical Trials
- 8.3.3. Clinical Trials Viability
- 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. Pre-Study Visit
  - 8.4.1.2. Initiation 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 Study
- 8.5.3. Integration in the Medical Plan
- 8.5.4. Inquiry 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. Investigator Initiated Studies/Trials and Research Collaborations

**8.6. The Medical Affairs Department**

- 8.6.1. What is the Medical Affairs Department?
  - 8.6.1.1. Purpose 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 Cross-functional Pharmaceutical Organizations

**8.7. Roles in The Medical Affairs Department**

- 8.7.1. Role of the Medical Advisor
- 8.7.2. Functions of the Medical Advisor
- 8.7.3. Participation tactics with HCP
  - 8.7.3.1. Advisory Board and Promotion Programs
  - 8.7.3.2. Scientific Publications
  - 8.7.3.3. Planning of Scientific Congresses
- 8.7.4. Elaboration of a Medical Communication Plan
- 8.7.5. Design of Medical Product Strategy
- 8.7.6. Management of Medical Projects and Studies Based on Real Clinical Practice Data (RWE)

**8.7.7. Role of the Medical Science Liaison**

- 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 Insights Gathering

**8.8. Compliance In the Medical Affairs Department**

- 8.8.1. Concept of Compliance in the Medical Department
  - 8.8.1.1. Promotion of Prescription Drugs
  - 8.8.1.2. Interrelation with Health 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 Reports**

- 8.9.1. Comprehensive Communication Plan
- 8.9.2. Media and Omnichannel Plan
- 8.9.3. Integration of The Communication Plan in Medical Plan
- 8.9.4. Information Resources in Biomedicine
  - 8.9.4.1. International Sources: Pubmed, Embase, WOS, etc.
  - 8.9.4.2. Latin American Sources: CSIC, Ibecs, LILACS, etc. Indexes.
  - 8.9.4.3. Sources for Locating Clinical Trials: WHO, *ClinicalTrials*, Cochrane CENTRAL, etc.
  - 8.9.4.4. Drug Information Sources: Bot Plus Web, FDA, etc.

- 8.9.4.5. Other Resources: Official Bodies, Web Pages, Scientific Societies, Associations, Evaluation 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 Other Clinical Trials: Post-authorization Studies

**Module 9. Team Leadership in Pharma**

**9.1. Leadership**

- 9.1.1. Introduction to Leadership
- 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. Organization
- 9.4.2. Time Management
- 9.4.3. Planning and Objectives
- 9.4.4. Equipment Assessment

**9.5. Skills for Team Management**

- 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 One is It?
- 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. The Business Plan**

- 10.1.1. What is a Business Plan?
- 10.1.2. Purpose and Objectives of a Business Plan
- 10.1.3. Why is a Business Plan Important?
- 10.1.4. When to 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. The Marketing Department
  - 10.2.3.3. Medical Department
  - 10.2.3.4. The Financial Department
  - 10.2.3.5. The Regulatory Department
- 10.2.4. Current Challenges of the Pharmaceutical Industry

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

- 10.3.1. Defining 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. Defining Resources
- 10.3.7. Establish Results

**10.4. Business and Marketing Plan**

- 10.4.1. Commercial Resources to Establish 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. Identifying 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 Facing 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. Assessment of Return of Investment

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

- 10.8.1. Agenda of the Business Plan
- 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. Meeting 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

**Module 11. Leadership, Ethics and Social Responsibility in Companies**

**11.1. Globalization and Governance**

- 11.1.1. Governance and Corporate Governance
- 11.1.2. The Fundamentals of Corporate Governance in Companies
- 11.1.3. The Role of the Board of Directors in the Corporate Governance Framework

**11.2. Cross Cultural Management**

- 11.2.1. Concept of Cross-Cultural Management
- 11.2.2. Contributions to the Knowledge of National Cultures
- 11.2.3. Diversity Management

**11.3. Sustainability**

- 11.3.1. Sustainability and Sustainable Development
- 11.3.2. The 2030 Agenda
- 11.3.3. Sustainable Companies

**11.4. Responsible Management Systems and Tools**

- 11.4.1. CSR: Corporate Social Responsibility
- 11.4.2. Essential Aspects for Implementing a Responsible Management Strategy
- 11.4.3. Steps for the Implementation of a Corporate Social Responsibility Management System
- 11.4.4. Tools and Standards of CSR

**11.5. Multinationals and Human Rights**

- 11.5.1. Globalization, Multinational Corporations and Human Rights
- 11.5.2. Multinational Corporations and International Law
- 11.5.3. Legal Instruments for Multinationals in the Field of Human Rights

**11.6. Legal Environment and Corporate Governance**

- 11.6.1. International Rules on Importation and Exportation
- 11.6.2. Intellectual and Industrial Property
- 11.6.3. International Labor Law

**Module 12. People and Talent Management**

**12.1. Strategic People Management**

- 12.1.1. Strategic Human Resources Management
- 12.1.2. Strategic People Management

**12.2. Human Resources Management by Competencies**

- 12.2.1. Analysis of the Potential
- 12.2.2. Remuneration Policy
- 12.2.3. Career/Succession Planning

**12.3. Performance Evaluation and Compliance Management**

- 12.3.1. Performance Management
- 12.3.2. Performance Management: Objectives and Process

**12.4. Motivation**

- 12.4.1. The Nature of Motivation
- 12.4.2. Expectations Theory
- 12.4.3. Needs Theory
- 12.4.4. Motivation and Financial Compensation

**12.5. Developing High Performance Teams**

- 12.5.1. High-Performance Teams: Self-Managing Teams
- 12.5.2. Methodologies for Managing High Performance Self-Managed Teams

**12.6. Change Management**

- 12.6.1. Change Management
- 12.6.2. Types of Change Management Processes
- 12.6.3. Stages or Phases in Change Management

**12.7. Productivity, Attraction, Retention and Activation of Talent**

- 12.7.1. Productivity
- 12.7.2. Talent Attraction and Retention Levers



**Module 13. Economic and Financial Management****13.1. Economic Environment**

- 13.1.1. Macroeconomic Environment and the National Financial System
- 13.1.2. Financial Institutions
- 13.1.3. Financial Markets
- 13.1.4. Financial Assets
- 13.1.5. Other Financial Sector Entities

**13.2. Executive Accounting**

- 13.2.1. Basic Concepts
- 13.2.2. The Company's Assets
- 13.2.3. The Company's Liabilities
- 13.2.4. The Company's Net Worth
- 13.2.5. The Income Statement

**13.3. Information Systems and *Business Intelligence***

- 13.3.1. Fundamentals and Classification
- 13.3.2. Cost Allocation Phases and Methods
- 13.3.3. Choice of Cost Center and Impact

**13.4. Budget and Management Control**

- 13.4.1. The Budgetary Model
- 13.4.2. The Capital Budget
- 13.4.3. The Operating Budget
- 13.4.5. The Cash Budget
- 13.4.6. Budget Monitoring

**13.5. Financial Management**

- 13.5.1. The Company's Financial Decisions
- 13.5.2. The Financial Department
- 13.5.3. Cash Surpluses
- 13.5.4. Risks Associated with Financial Management
- 13.5.5. Risk Management of the Financial Management

**13.6. Financial Planning**

- 13.6.1. Definition of Financial Planning
- 13.6.2. Actions to Be Taken in Financial Planning
- 13.6.3. Creation and Establishment of the Business Strategy
- 13.6.4. The Cash Flow Chart
- 13.6.5. The Working Capital Chart

**13.7. Corporate Financial Strategy**

- 13.7.1. Corporate Strategy and Sources of Financing
- 13.7.2. Corporate Financing Financial Products

**13.8. Strategic Financing**

- 13.8.1. Self-financing
- 13.8.2. Increase in Shareholder's Equity
- 13.8.3. Hybrid Resources
- 13.8.4. Financing through Intermediaries

**13.9. Financial Analysis and Planning**

- 13.9.1. Analysis of the Balance Sheet
- 13.9.2. Analysis of the Income Statement
- 13.9.3. Profitability Analysis

**13.10. Analyzing and Solving Cases/  
Problems**

- 13.10.1. Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

**Module 14. Commercial Management and Strategic Marketing**

**14.1. Commercial Management**

- 14.1.1. Conceptual Framework of Commercial Management
- 14.1.2. Commercial Strategy and Planning
- 14.1.3. The Role of Sales Managers

**14.2. Marketing**

- 14.2.1. The Concept of Marketing
- 14.2.2. The Basic Elements of Marketing
- 14.2.3. Marketing Activities in Companies

**14.3. Strategic Marketing Management**

- 14.3.1. The Concept of Strategic Marketing
- 14.3.2. Concept of Strategic Marketing Planning
- 14.3.3. Stages in the Process of Strategic Marketing Planning

**14.4. Digital Marketing and e-Commerce**

- 14.4.1. Objectives of Digital Marketing and e-Commerce
- 14.4.2. Digital Marketing and the Media It Uses
- 14.4.3. E-Commerce, General Context
- 14.4.4. Categories of e-Commerce
- 14.4.5. Advantages and Disadvantages of e-Commerce Compared to Tradition Commerce

**14.5. Digital Marketing to Reinforce a Brand**

- 14.5.1. Online Strategies to Improve Brand Reputation
- 14.5.2. Branded Content and Storytelling

**14.6. Digital Marketing to Attract and Retain Customers**

- 14.6.1. Loyalty and Engagement Strategies Using the Internet
- 14.6.2. *Visitor Relationship Management*
- 14.6.3. Hypersegmentation

**14.7. Digital Campaign Management**

- 14.7.1. What Is a Digital Advertising Campaign?
- 14.7.2. Steps to Launch an Online Marketing Campaign
- 14.7.3. Mistakes in Digital Advertising Campaigns

**14.8. Sales Strategy**

- 14.8.1. Sales Strategy
- 14.8.2. Sales Methods

**14.9. Corporate Communication**

- 14.9.1 Concept
- 14.9.2 The Importance of Communication in the Organization
- 14.9.3. Types of Communication
- 14.9.4. Functions of Communication in the Organization
- 14.9.5. Elements of Communication
- 14.9.6. Problems of Communication
- 14.9.7. Communication Scenarios

**14.10. Digital Communication and Reputation**

- 14.10.1. Online Reputation
- 14.10.2. How to Measure Digital Reputation?
- 14.10.3. Online Reputation Tools
- 14.10.4. Online Reputation Report
- 14.10.5. Online Branding

**Module 15. Executive Management**

**15.1. General Management**

- 15.1.1. The Concept of General Management
- 15.1.2. The Role of the CEO
- 15.1.3. The CEO and their Responsibilities
- 15.1.4. Transforming the Work of Management

**15.2. Manager Functions: Organizational Culture and Approaches**

- 15.2.1. Manager Functions: Organizational Culture and Approaches

**15.3. Operations Management**

- 15.3.1. The Importance of Management
- 15.3.2. Value Chain
- 15.3.3. Quality Management

**15.4. Public Speaking and Spokesperson Education**

- 15.4.1. Interpersonal Communication
- 15.4.2. Communication Skills and Influence
- 15.4.3. Communication Barriers

**15.5. Personal and Organizational Communication Tools**

- 15.5.1. Interpersonal Communication
- 15.5.2. Interpersonal Communication Tools
- 15.5.3. Communication in the Organization
- 15.5.4. Tools in the Organization

**15.6. Communication in Crisis Situations**

- 15.6.1. Crisis
- 15.6.2. Phases of the Crisis
- 15.6.3. Messages: Contents and Moments

**15.7. Preparation of a Crisis Plan**

- 15.7.1. Analysis of Possible Problems
- 15.7.2. Planning
- 15.7.3. Adequacy of Personnel

**15.8. Personal Branding**

- 15.8.1. Strategies to Develop Personal Branding
- 15.8.2. Personal Branding Laws
- 15.8.3. Tools for Creating Personal Brands

07

# 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.

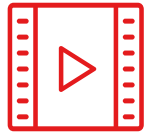
*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

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.



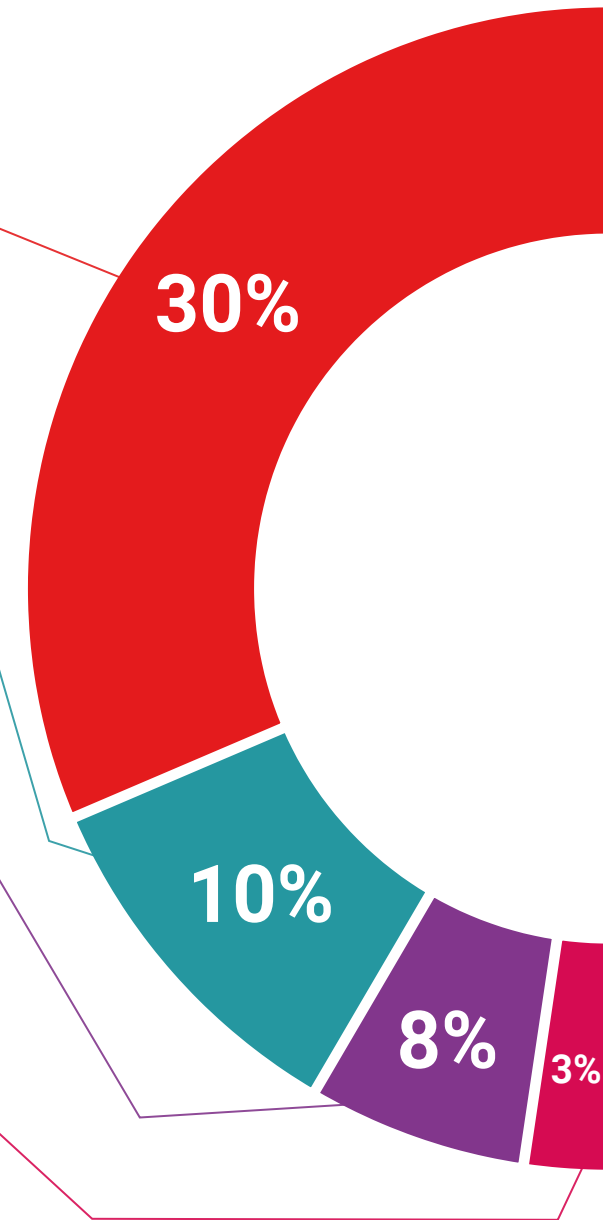
### Management Skills Exercises

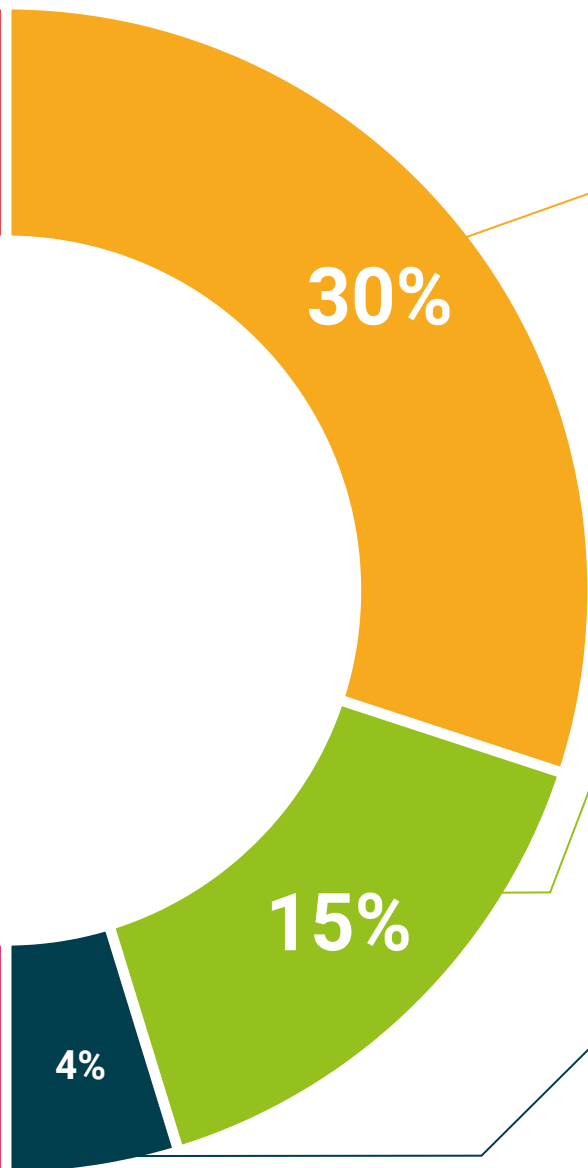
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### 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.



08

# Our Students' Profiles

The Executive Master's Degree 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.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

The Executive Master's Degree can 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 learn from the best professionals and experts in the pharmaceutical and biotech industry all about Market Access, Organization and Processes”*

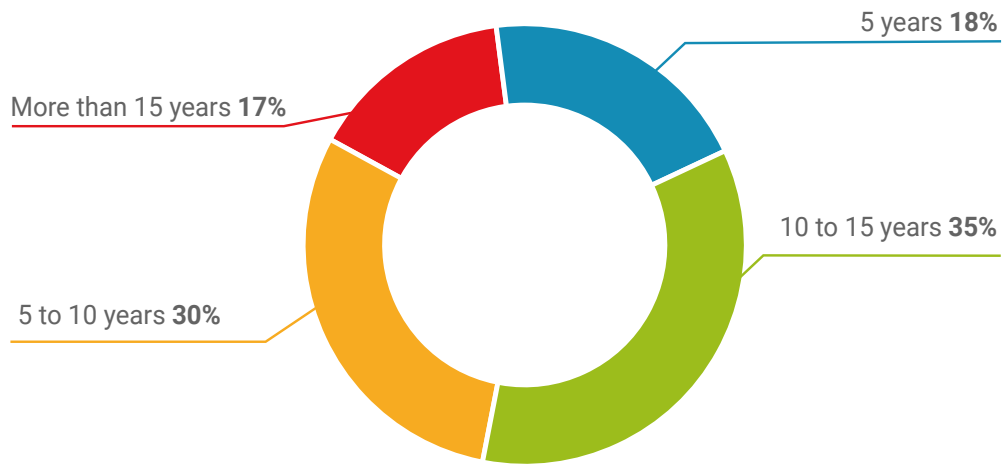
### Average Age

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

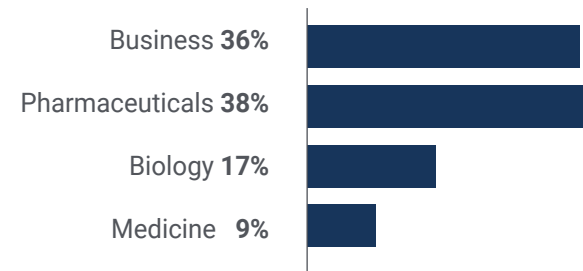
### Years of Experience

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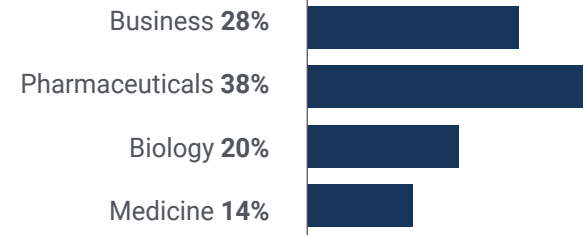
### Training

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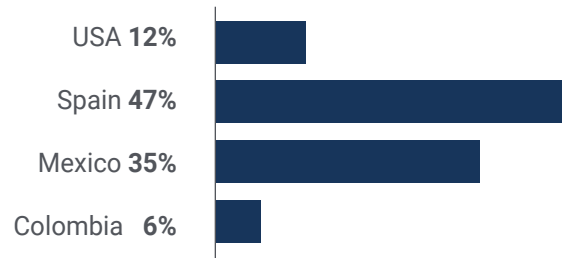
### Educational Profile

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## Geographical Distribution

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## Luis Fernández

**Manager in a Pharmaceutical office**

*"The program provided me with a unique combination of scientific knowledge, business skills and understanding of the regulatory aspects of the pharmaceutical and biotechnology industry. The professors are recognized experts in their respective fields and their hands-on approach allowed me to apply the concepts learned to real industry situations"*

09

# Course Management

In order to provide an excellent quality education, TECH has selected a distinguished faculty for this program. This will guarantee students access to a teaching developed by recognized professionals with a vast experience in the fields of Pharmaceuticals, Medicine and Business. In this way, participants can expect to receive a first-class program that will encourage them to excel and progress quickly in their career.





“

*You will discover the latest trends and advances in Pharma Biotech Business Management, with this 100% online program”*

## International Guest Director

With over 20 years of experience in designing and leading global **talent acquisition teams**, Jennifer Dove is an expert in **technology recruitment and strategy**. Throughout her career, she has held senior positions in several technology organizations within Fortune 50 companies such as NBC Universal and Comcast. Her track record has allowed her to excel in competitive, high-growth environments.

As **Vice President of Talent Acquisition at Mastercard** she is responsible for overseeing talent onboarding strategy and execution, collaborating with business leaders and **HR Managers** to meet operational and strategic hiring objectives. In particular, she aims to **build diverse, inclusive and high-performing teams** that drive innovation and growth of the company's products and services. In addition, she is adept at using tools to attract and retain the best people from around the world. She is also responsible for **amplifying Mastercard's employer brand** and value proposition through publications, events and social media.

Jennifer Dove has demonstrated her commitment to continuous professional development by actively participating in networks of HR professionals and contributing to the onboarding of numerous employees at different companies. After earning her bachelor's degree in **Organizational Communication** from the University of Miami, she is now a graduate of the University of Miami.

On the other hand, it has been recognized for its ability to lead organizational transformations, **integrate technologies into recruitment processes** and develop leadership programs that prepare institutions for future challenges. She has also successfully implemented **wellness programs** that have significantly increased employee satisfaction and retention.



## Ms. Dove, Jennifer

---

- Vice President, Talent Acquisition, Mastercard, New York, USA
- Director of Talent Acquisition, NBCUniversal, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, USA
- Executive Vice President, Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
- Graduated in Organizational Communication from the University of Miami

“

*Thanks to TECH you will be able to learn with the best professionals in the world"*

## International Guest Director

A technology leader with decades of experience in **major technology multinationals**, Rick Gauthier has developed prominently in the field of clouds services and end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees.

He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at **Amazon** has allowed him to manage and integrate the company's IT services in the United States. At **Microsoft** he has led a team of 104 people, responsible for providing corporate-wide IT infrastructure and supporting product engineering departments across the company.

This experience has allowed him to stand out as a high-impact manager with remarkable abilities to increase efficiency, productivity and overall customer satisfaction.



## Mr. Gauthier, Rick

---

- Regional IT Director - Amazon, Seattle , USA
- Senior Program Manager at Amazon
- Vice President, Wimmer Solutions
- Senior Director of Productive Engineering Services at Microsoft
- Degree in Cybersecurity from Western Governors University
- Technical Certificate in Commercial Diving from Divers Institute of Technology
- B.S. in Environmental Studies from The Evergreen State College

“

*Take the opportunity to learn about the latest advances in this field to apply it to your daily practice”*

## International Guest Director

Romi Arman is a renowned international expert with more than two decades of experience in **Digital Transformation, Marketing, Strategy and Consulting**. Through that extended trajectory, he has taken different risks and is a permanent advocate for **innovation and change** in the business environment. With that expertise, he has collaborated with CEOs and corporate organizations from all over the world, pushing them to move away from traditional business models. In this way, he has helped companies such as Shell Energy become **true market leaders**, focused on their **customers** and the **digital world**.

The strategies designed by Arman have a latent impact, as they have enabled several corporations **to improve the experiences of consumers, staff and shareholders alike**. The success of this expert is quantifiable through tangible metrics such as **CSAT, employee engagement** in the institutions where he has practiced and the growth of the **EBITDA financial indicator** in each of them.

Also, in his professional career, he has nurtured and **led high-performance teams** that have even received awards for their **transformational potential**. With Shell, specifically, the executive has always set out to overcome three challenges: meeting **customers' complex decarbonization demands supporting a "cost-effective decarbonization"** and **overhauling a fragmented data, digital and technology landscape**. Thus, his efforts have shown that in order to achieve sustainable success, it is essential to start from the needs of consumers and lay the foundations for the transformation of processes, data, technology and culture.

In addition, the executive stands out for his mastery of the **business applications of Artificial Intelligence**, a subject in which he holds a postgraduate degree from the London Business School. At the same time, he has accumulated experience in **IoT and Salesforce**.



## Mr. Arman, Romi

---

- Chief Digital Officer (CDO) at Shell Energy Corporation, London, United Kingdom
- Global Head of eCommerce and Customer Service at Shell Energy Corporation
- National Key Account Manager (Automotive OEM and Retail) for Shell in Kuala Lumpur, Malaysia
- Senior Management Consultant (Financial Services Sector) for Accenture from Singapore
- Graduate of the University of Leeds
- Postgraduate Diploma in Business Applications of AI for Senior Executives from London Business School
- CCXP Customer Experience Professional Certification
- Executive Digital Transformation Course by IMD

“

*Do you want to update your knowledge with the highest educational quality? TECH offers you the most updated content in the academic market, designed by authentic experts of international prestige"*

## International Guest Director

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## Mr. Arens, Manuel

---

- Global Procurement Manager at Google, California, United States
- Senior Manager, B2B Analytics and Technology - Google, USA
- Sales Director - Google, Ireland
- Senior Industry Analyst - Google, Germany
- Accounts Manager - Google, Ireland
- Accounts Payable at Eaton, UK
- Supply Chain Manager at Airbus, Germany

“

*Bet on TECH! You will have access to the best teaching materials, at the forefront of technology and education, implemented by internationally renowned specialists in the field"*

## International Guest Director

Andrea La Sala is an **experienced Marketing executive** whose projects have had a **significant impact on the Fashion environment**. Throughout his successful career he has developed different tasks related to **Products, Merchandising and Communication**. All of this linked to with prestigious brands such as **Giorgio Armani, Dolce&Gabbana, Calvin Klein**, among others.

The results of this **high-profile international executive** have been linked to his proven ability to **synthesize information** in clear frameworks and execute **concrete actions aligned to specific business objectives**. In addition, he is recognized for his **proactivity and adaptability to fast-paced** work rhythms. To all this, this expert adds a **strong commercial awareness, market vision and a genuine passion for products**.

As **Global Brand and Merchandising Director at Giorgio Armani**, he has overseen a variety of **Marketing strategies for apparel and accesories**. His tactics have also focused on the **retail environment and consumer needs and behavior**. In this La Sala has also been responsible for shaping the commercialization of products in different markets, acting as **team leader in the Design, Communication and Sales departments**.

On the other hand, in companies such as **Calvin Klein or Gruppo Coin**, he has undertaken projects to boost the **structure, and development of different collections**. He has been in charge of creating **effective calendars** for buying and selling **campaigns**. He has also been in charge of the **terms, costs, processes and delivery times** of different operations.

These experiences have made Andrea La Sala one of the main and most qualified **corporate leaders in Fashion and Luxury**. A high managerial capacity with which he has managed to effectively **implement the positive positioning of different brands** and redefine their key performance indicators (KPIs).



## Mr. La Sala, Andrea

---

- Global Brand and Merchandising Director at Giorgio Armani, Milan, Italy
- Merchandising Director at Calvin Klein
- Brand Manager at Gruppo Coin
- Brand Manager at Dolce & Gabbana
- Brand Manager at Sergio Tacchini S.p.A
- Market Analyst at Fastweb
- Graduate of Business and Economics at the Università degli Studi del Piemonte Orientale

“

*The most qualified and experienced international professionals are waiting for you at TECH to offer you a first class education, updated and based on the latest scientific evidence. What are you waiting for to enroll?"*

## International Guest Director

Mick Gram is synonymous with innovation and excellence in the field of **Business Intelligence internationally**. His successful career is linked to leadership positions in multinationals such as **Walmart and Red Bull**. Likewise, this expert stands out for his vision to **identify emerging technologies** that, in the long term, achieve an everlasting impact in the corporate environment.

On the other hand, the executive is considered a **pioneer in the use of data visualization techniques** that simplified complex sets, making them accessible and facilitating decision making. This ability became the pillar of his professional profile, transforming him into a desired asset for many organizations that bet on **gathering information and generating concrete actions** from them.

One of his most outstanding projects in recent years has been the **Walmart Data Cafe platform**, the largest of its kind in the world that is anchored in the cloud aimed at **Big Dataanalysis**. In addition, he has held the position of **Director of Business Intelligence at Red Bull**, covering areas such as **Sales, Distribution, Marketing and Supply Chain Operations**. His team was recently recognized for its constant innovation regarding the use of Walmart Luminare's new API for Shopper and Channel insights.

As for his training, the executive has several Masters and postgraduate studies at prestigious centers such as the **University of Berkeley**, in the United States, and the **University of Copenhagen**, in Denmark. Through this continuous updating, the expert has attained cutting-edge competencies. Thus, he has come to be considered a **born leader of the new global economy**, centered on the drive for data and its infinite possibilities.



## Mr. Gram, Mick

---

- ♦ Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- ♦ Business Intelligence Solutions Architect for Walmart Data Café
- ♦ Independent Business Intelligence and Data Science Consultant
- ♦ Business Intelligence Director at Capgemini
- ♦ Chief Analyst at Nordea
- ♦ Chief Business Intelligence Consultant for SAS
- ♦ Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- ♦ Executive MBA in e-commerce at the University of Copenhagen
- ♦ Bachelor's Degree and Master's Degree in Mathematics and Statistics at the University of Copenhagen



*Study at the world's best online university according to Forbes! In this MBA you will have access to an extensive library of multimedia resources, developed by internationally renowned professors"*

## International Guest Director

Scott Stevenson is a distinguished expert in the **Digital Marketing** sector who, for more than 19 years, has been linked to one of the most powerful companies in the entertainment industry, **Warner Bros. Discovery**. In this role, he has played a fundamental role in **overseeing logistics and creative workflows** across various digital platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving in production **strategies in paid media**, resulting in a **marked improvement** which has resulted in **company's conversion** rates. At the same time, he has assumed other roles, such as Director of Marketing Services and Traffic Manager at the same multinational during his former management.

Stevenson has also been involved in the global distribution of video games and **digital property campaigns**. He was also responsible for introducing operational strategies related to the formation, completion and delivery of sound and image content for **television commercials and trailers**.

In addition, he holds a Bachelor's degree in Telecommunications from the University of Florida and a Master's Degree in Creative Writing from the University of California, which demonstrates his proficiency in **communication and storytelling**. In addition, he has participated at Harvard University's School of Professional Development in cutting-edge programs on the use of **Artificial Intelligence in business**. Therefore, his professional profile stands as one of the most relevant in the current field of **Marketing and Digital Media**.



## Mr. Stevenson, Scott

---

- Digital Marketing Director at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment.
- Master's Degree in Creative Writing from the University of California
- Degree in Telecommunications from the University of Florida

“

*Achieve your academic and professional goals with the best qualified experts in the world! The teachers of this MBA will guide you throughout the learning process”*

## International Guest Director

Eric Nyquist, Ph.D., is a leading **international sports professional** who has built an impressive career, noted for his **strategic leadership** and ability to drive change and **innovation in world-class** sports organizations.

In fact, he has held senior roles such as **Director of Communications and Impact at NASCAR**, based in **Florida, USA**. With many years of experience behind him at NASCAR, Dr. Nyquist has also held several leadership positions, including **Senior Vice President of Strategic Development** and **General Manager of Business Affairs**, managing more than a dozen disciplines ranging from **strategic development to entertainment marketing**.

Nyquist has also made a significant mark on Chicago's top sports franchises. As **Executive Vice President of the Chicago Bulls and Chicago White Sox** franchises, he has demonstrated his ability to drive **business and strategic success** in the world of **professional sports**.

Finally, it is worth noting that he began his career in sports while working in **New York** as a **senior strategic analyst** for Roger Goodell in the **National Football League (NFL)** and, prior to that, as a **Legal Intern** with the **United States Football Federation**.





## Mr. Nyquist, Eric

---

- Director of Communications and Impact, NASCAR, Florida, United States
- Senior Vice President, Strategic Development, NASCAR
- Vice President, Strategic Planning, NASCAR
- Senior Director of Business Affairs at NASCAR
- Executive Vice President, Chicago White Sox Franchises
- Executive Vice President, Chicago Bulls Franchises
- Manager of Business Planning at the National Football League (NFL)
- Business Affairs/Legal Intern with the United States Soccer Federation
- Law Degree from the University of Chicago
- Master of Business Administration-MBA from the University of Chicago Booth School of Business
- Bachelor's Degree in International Economics from Carleton College



*Thanks to this 100% online university degree, you will be able to combine your studies with your daily obligations, under the guidance of the leading international experts in the field of your interest. Enroll now!"*

## Management



### Mr. Cardenal Otero, César

- ♦ Pharmabiomedical Executive at Amgen
- ♦ Author of the book "Comunicación de Marca Personal a Través de Las Redes Sociales por Parte de Los Profesionales del Sector salud" (Personal Brand Communication through Social Networks by Professionals in the Health Sector)
- ♦ Degree in Marketing from Prifysgol Cymru University in Wales
- ♦ Distinction degree in the course Inspiring Leadership through Emotional Intelligence from Case Western Reserve University
- ♦ Postgraduate Degree in Management and Health of the Pharmaceutical Industry from the European University
- ♦ Master's Degree in SME Administration from the Polytechnic School of Management
- ♦ Specialization in Social Media Marketing from Northwestern University
- ♦ University Expert in: International Trade and Transport by the University of Cantabria
- ♦ Diploma 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 at Celgene
- ♦ Product Specialist at Amgen
- ♦ Key Account Manager at Shionogi
- ♦ Agricultural Engineer graduated from the Polytechnic University of Madrid

### Mr. Rojas Palacio, Fernando

- ♦ Founder and CEO of Navandu Technologies
- ♦ Founder of the international consulting firm Brigital Health
- ♦ Expert in Big Data and Social Network Analysis by MIT
- ♦ Senior Business Management Program at Instituto de Empresa and Chicago Booth School of Business
- ♦ Master's Degree in Telecommunications 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 at Bayer
- ◆ Degree in Business Administration from the Cesine University Center attached to the University of Wales.
- ◆ Coaching Expert Course by ECOI
- ◆ Executive MBA from Cesine
- ◆ Master's Degree in Marketing and Commercial Management by 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 from the European University
- ◆ University Course in Administration, Organization and Management of Health Services at the European University

**Ms. Restovic, Gabriela**

- ♦ Public health technology evaluator for the Innovation Department of Hospital Clinic de Barcelona
- ♦ Associate Director of Market Access at Novocure
- ♦ Economist at the Catholic University of Chile
- ♦ Master's Degree in Applied Economics at the Univeristat Pompeu Fabra in Barcelona.
- ♦ Senior Management Program in Healthcare Government Affairs at EADA, Barcelona Business School
- ♦ Associate professor of academic programs in the service of his specialization

**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's Degree in Health and Environment, Autonomous University of Madrid
- ♦ Master's Degree in Public Health from the Autonomous University of Madrid
- ♦ Master's Degree 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
- ◆ Doctor 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
- ◆ PhD 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

# 10

# Impact on Your Career

This program will impact the business professional's career in a positive way, as it will open up employment opportunities in pharmaceutical companies, biotechnology companies, regulatory agencies, research laboratories and other organizations related to the pharmaceutical and biotechnology industry. Furthermore, graduates will be prepared to play key roles in areas such as drug research and development, quality control and regulatory management.



“

*You will have at your disposal interactive summaries and a whole series of multimedia resources with which you will be able to prepare yourself for Team Leadership in Pharma”*

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

TECH's MBA in Pharma Biotech Business Management is an intensive program that prepares you to face challenges and business 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.

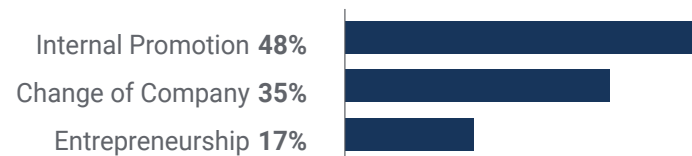
*You will be part of an industry that impacts people's lives and contribute to the development of innovative pharmaceutical and biotechnology solutions.*

*You will improve your career prospects and increase your opportunities for professional growth, with a program that only TECH offers.*

#### 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



11

# Benefits for Your Company

The professional who decides to take this Executive Master's Degree with TECH will be able to provide the company with a significant advantage in the pharmaceutical and biotechnology industry. Their experience, knowledge and skills will enable them to maintain efficient management, regulatory knowledge and compliance. In addition, you will contribute innovation, technology and expand the network of contacts and strategic collaborations of the organization for which you collaborate.





“

*You will delve into Business Plan in the Territory and apply its techniques in the Pharmaceutical and Biotechnological 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.

---

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.

# 12 Certificate

The Executive Master's Degree in MBA in Pharma Biotech Business Management guarantees, in addition to the most rigorous and up-to-date education, access to a Professional 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 **MBA in Pharma Biotech Business Management** contains the most complete and up-to-date program on the market.

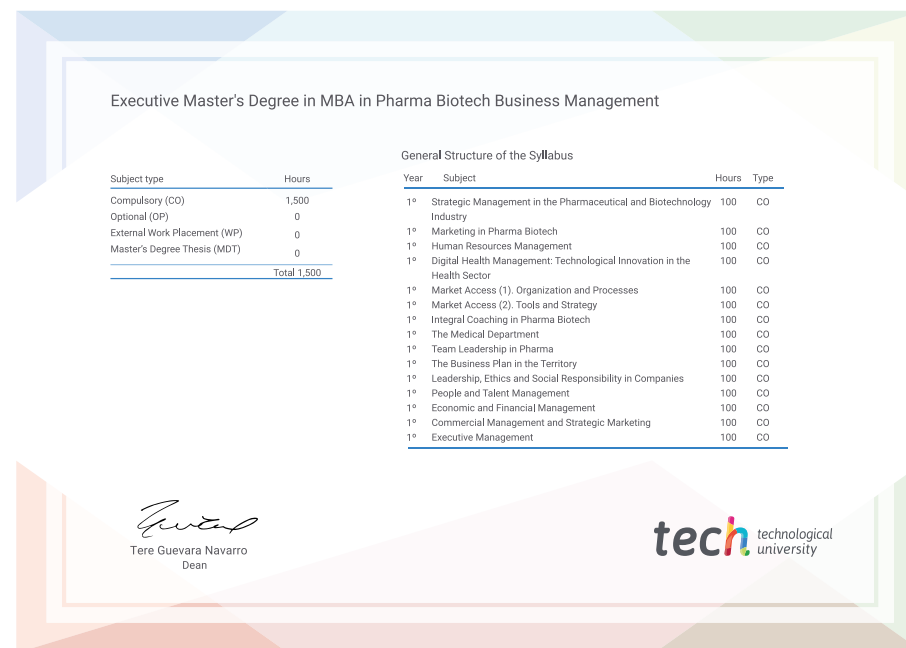
After the student has passed the assessments, they will receive their corresponding **Executive Master's Degree** issued by **TECH Technological University** by tracked delivery.

The diploma issued by **TECH Technological University** will express the qualification obtained in the Executive Master's Degree and meets the requirements commonly demanded by job exchanges, competitive examinations and professional career evaluation committees.

Title: **Executive Master's Degree in MBA in Pharma Biotech Business Management**

Modality: **online**

Duration: **12 months**



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





## Executive Master's Degree

### MBA in Pharma Biotech Business Management

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Technological University**
- » Schedule: **at your own pace**
- » Exams: **online**

# Executive Master's Degree

## MBA in Pharma Biotech Business Management

