Executive Master's Degree
MBA in Pharma Biotech Management

MBADEPB

tech technological university

Executive Master's Degree
MBA in Pharma Biotech Management

» Modality: **online**
» Duration: **12 months**
» Certificate: **TECH Technological University**
» Dedication: **16h/week**
» Schedule: **at your own pace**
» Exams: **online**
» Target Group: **Graduates, Postgraduate Certificates and University Graduates who have previously completed any of the programs in the fields of Business, Economics, Medicine, Pharmaceutics, Biology, Chemistry**

Website: **www.techtitute.com/in/school-of-business/executive-master-degree/master-mba-pharma-biotech-management**

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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.

Executive Master's Degree in MBA in Pharma Biotech Business Management
TECH Technological University

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:

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 the academic setting"

Analysis

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

Academic Excellence

TECH offers students the best online learning methodology. The university combines the *Relearning* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.

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 ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

Why Our Program?

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

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

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

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

01

A Strong Boost to Your Career

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

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

02

Develop a strategic and global vision of the company

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

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

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

04

You will take on new responsibilities

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

45% of graduates are promoted internally.

05 Access to a powerful network of contacts

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

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

06 Thoroughly develop business projects.

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

20% of our students develop their own business idea.

07 Improve *soft skills* and management skills

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

Improve your communication and leadership skills and enhance your career.

08 You will be part of an exclusive community

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

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

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.

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

TECH makes the goals of their students their own goals too
Working together to achieve them
The **Executive Master's Degree in MBA in Pharma Biotech Management** will enable students to:

01 Acquire knowledge about the history of strategic Management

02 Categorize the different definitions over time

03 Assess financial efficiency

04 Optimize working capital management

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

06 Assess unmet patient needs and chronicity management

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

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 prior to the development of the access plan to understand the environment and competitors

11 Know the capabilities and ethics of the Coach

12 Understand the essence of coaching and its focus on 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 Achieve 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 competencies 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.

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

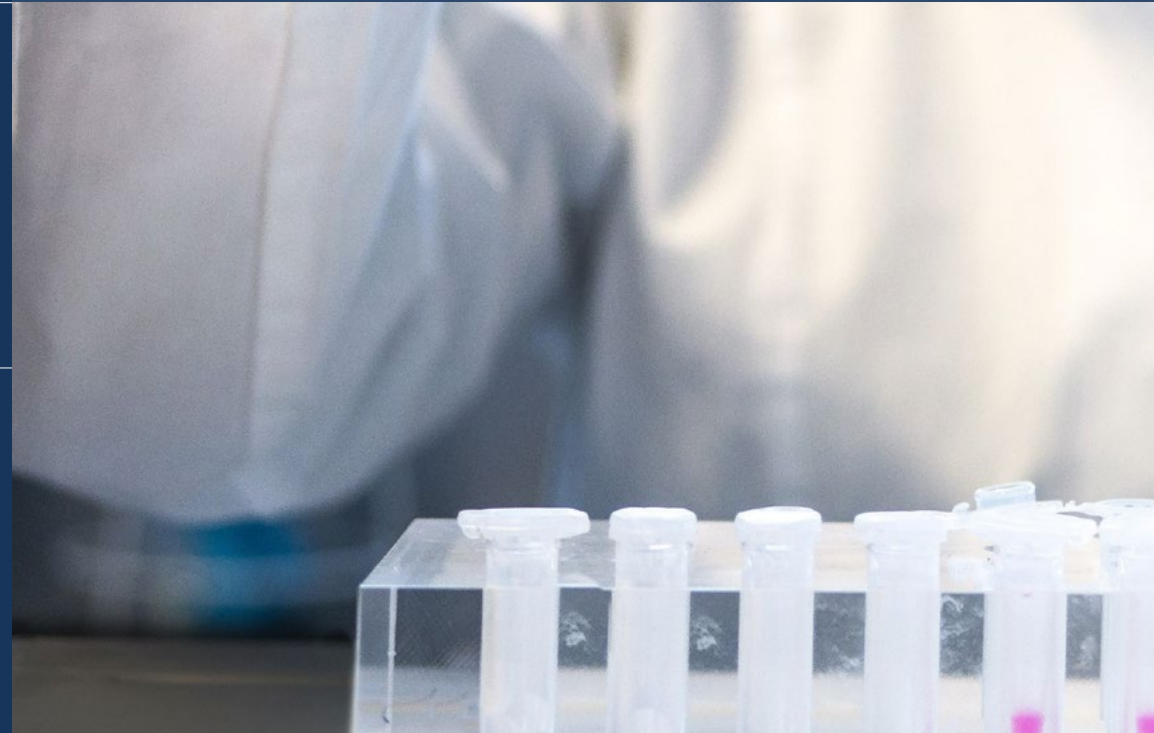**01** Understand the importance of Business Ethics

04 Ensure regulatory compliance

02 Assess environmental sustainability in the business context

03 Optimize the supply chain

05 Assess aspects of the code of ethics, such as the doctor-patient relationship, quality of medical care, professional secrecy, scientific objection, relations between doctors and medical advertising

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

07 Review the latest trends in drug assessment (Multicriteria Analysis) and drug purchasing

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

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

10 Develop individual action plans with team members

11 Understand the importance of personal and professional development of team members, and its impact on the overall success of the project
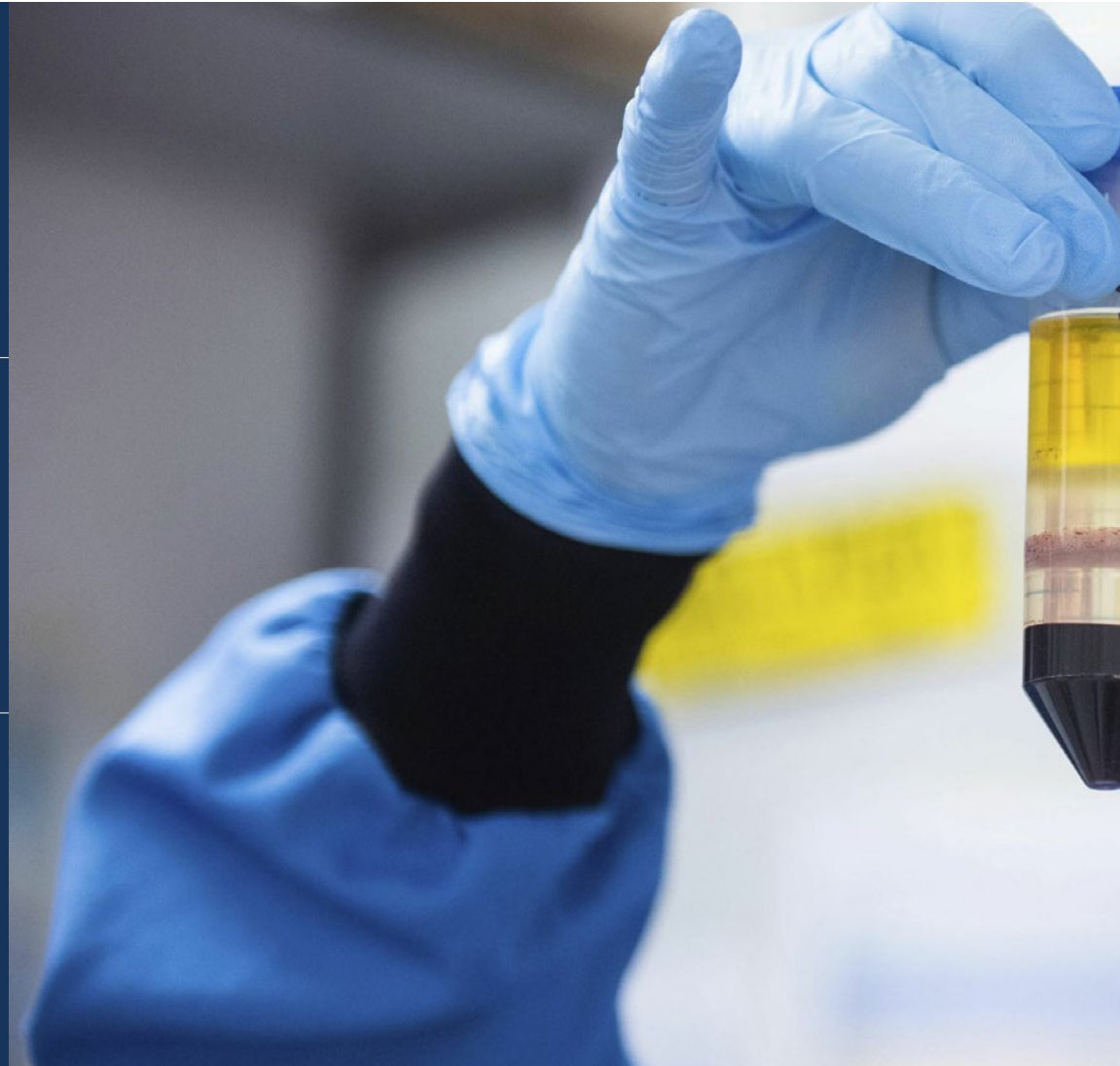
12 Apply the knowledge acquired to work towards the achievement of a common objective through the development of a specific project

13 Define strategies for revising the plan

14 Establish objective indicators for the achievement of the plan

Structure and Content

The Executive Master's Degree in MBA in Pharma Biotech Management will focus on the interdisciplinary aspects of the pharmaceutical and biotechnology industry, standing out for its breadth and topicality. 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 more performance"

Syllabus

One of the main novelties of this 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 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 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 10 modules:

Module 1	Strategic Management in the Pharmaceutical and Biotechnology Industry
Module 2	Marketing in *Pharma Biotech*
Module 3	Control, Operations and Finance
Module 4	Digital Health Management: Technological Innovation in the Health Sector
Module 5	Market access (1) Organization and Processes
Module 6	Market access (2) Tools and Strategy
Module 7	Integral Coaching in *Pharma Biotech*
Module 8	The Medical Department
Module 9	Team Leadership in Pharma
Module 10	The Business Plan in the Territory

Where, When and How is it Taught?

TECH offers the possibility of developing this Executive Master's Degree in MBA in Pharma Biotech 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. Market Entry Strategies
1.1.1. Market Research
1.1.2. Strategic Partners
1.1.3. Most Used Strategies
1.1.4. Monitoring and Adaptation

1.2. Strategic Management in the Pharmaceutical Company
1.2.1. Strategic Management Levels
1.2.2. Innovation
1.2.3. Portfolio
1.2.4. Acquisition

1.3. Value Creation in the Company
1.3.1. 6 Types of Value Generation in the Company
1.3.2. Performance in the Company
1.3.3. Sector Examples
1.3.4. Conclusions

1.4. The Environment of the Pharmaceutical and Biotechnology Company
1.4.1. VUCA Environment
1.4.2. PESTEL Analysis
1.4.3. Porter's 5 Forces Analysis
1.4.4. DAFO Analysis

1.5. Internal Analysis
1.5.1. Value Chain Analysis
1.5.2. Resources and Competencies Analysis
1.5.3. VRIO Analysis
1.5.4. Conclusions

1.6. Strategic Business Unit Strategies
1.6.1. The Strategic Business Unit
1.6.2. The Competitive Advantage
1.6.3. Types of Strategies According to their Competitive Advantage
1.6.4. Conclusions

1.7. Corporate Strategy and Diversification
1.7.1. Corporate Strategy
1.7.2. Business Portfolio Strategy
1.7.3. Growth Strategy
1.7.4. Most Used Strategies

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

1.9. Strategic Alliances, Takeovers and Mergers
1.9.1. External Growth Strategy vs. Internal Growth
1.9.2. Pharmaceutical Industry Alliances
1.9.3. Sector Mergers
1.9.4. Sector Acquisitions

1.10. Ethics and Corporate Social Responsibility
1.10.1. Business Ethics
1.10.2. Environmental Sustainability
1.10.3. Social Responsibility
1.10.4. Sustainable Ecology

Module 2. Marketing in Pharma Biotech

2.1. Omnichannel, Impacts and Engagement
2.2.1. Impact Marketing
2.2.2. General Channels and Social Networks
2.2.3. Community Management:
2.2.4. E-detailing and CRM in The Digital Environment
2.2.5. Programmed Advertising
2.2.6. Analytics and Business Indicators

2.2. Segmentation,Positioning and Targeting
2.2.1. Segmentation
2.2.2. The Positioning Map
2.2.3. Targeting
2.2.4. Conclusions

2.3. Management
2.3.1. The Marketing System
2.3.2. Obtaining Information
2.3.3. Research Process
2.3.4. Conclusions

2.4. Brand Management and Neuromarketing
2.4.1. Branding
2.4.2. Branding Types
2.4.3. Neuromarketing and Its Application in The Pharmaceutical Industry
2.4.4. Conclusions

2.5. Digital Marketing Plan
2.5.1. Integrating Digital Marketing into the Global Marketing Strategy
2.5.2. Community Manager
2.5.3. Digital Marketing Plan
2.5.4. Target Audience

2.6. E-Commerce
2.6.1. The Conversion Cycle
2.6.2. E-Commerce Promotion
2.6.3. Metrics
2.6.4. e-Commerce Platforms

2.7. Digital Strategies
2.7.1. Social Media Communication Strategies Content Co-Creation
2.7.2. Content Marketing and Influencers
2.7.3. Digital Marketing to Support Leadership of The Therapeutic Area
2.7.4. Patients' Association

2.8. Digital Program Design
2.8.1. Definition of Objectives
2.8.2. Brand Strategy Support Programs: disease Awareness, Switching and Engagement
2.8.3. Digital Marketing and The Sales Network
2.8.4. Target

2.9. Data Analytics and Artificial Intelligence
2.9.1. Big Data Applications in the Pharmaceutical Industry
2.9.2. Artificial Intelligence Tools as Diagnostic Support
2.9.3. Artificial Intelligence Tools to Support Patient Management
2.9.4. Latest News

2.10. Other Technology
2.10.1. Electronic Records and Data Collection of Information
2.10.2. Web 3 and New Trends in The Token Economy Impact on Pharmaceutical Industry
2.10.3. Virtual, Augmented and Mixed Reality
2.10.4. Metaverse

Module 3. Control, Operations and Finance

3.1. Cost Management
3.1.1. Production Cost Controls
3.1.2. Optimizing Production Costs
3.1.3. Marketing
3.1.4. Distribution

3.2. Profitability Analysis by Product
3.2.1. Quantitative Analysis
3.2.2. Qualitative Analysis
3.2.3. Profitability Assessment
3.2.4. Conclusions

3.3. Supply Chain Management
3.3.1. Supply Chain Assessment
3.3.2. Control of the Supply Chain
3.3.3. Production
3.3.4. Logistics

3.4. Inventory Management
3.4.1. Inventory Control
3.4.2. Inventory Optimization
3.4.3. Inventory Analysis
3.4.4. Conclusions

3.5. Quality Control
3.5.1. Quality Systems
3.5.2. Security/Safety
3.5.3. Efficacy
3.5.4. Efficiency

3.6. Risk Management
3.6.1. Identification
3.6.2. Risk Assessment
3.6.3. Risk Management
3.6.4. Operational and Regulatory Issues Associated with The Pharmaceutical and Biotechnology Industry

3.7. Investment Analysis
3.7.1. Financial Viability Assessment
3.7.2. Investment Project Strategy
3.7.3. New Product Development
3.7.4. Expansion into New Markets

3.8. Control of Research and Development Expenses
3.8.1. Expense Tracking
3.8.2. Expense Control
3.8.3. Expense Analysis
3.8.4. Conclusions

3.9. Intellectual Property Management
3.9.1. Market Trends Assessment
3.9.2. The Competition
3.9.3. Product Demand
3.9.4. Pricing Strategies

3.10. Project Management
3.10.1. Education
3.10.2. Monitoring
3.10.3. Strategic Project Control
3.10.4. Operational Project Control

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

4.1. Hospital Information Systems
4.1.1. Implementation
4.1.2. Hospital Information Systems Management
4.1.3. Electronic Medical Records
4.1.4. Information Systems Interoperability

4.2. Telemedicine and Digital Health
4.2.1. Remote Medical Consultations
4.2.2. Telemonitoring Platforms
4.2.3. Patient Follow-Up
4.2.4. Mobile Health and Wellness Applications

4.3. Big Data and Data Analysis in Healthcare
4.3.1. Management and Analysis of Large Volumes of Healthcare Data
4.3.2. Use of Predictive Analytics for Decision Making
4.3.3. Privacy
4.3.4. Health Data Security

4.4. Artificial Intelligence and Machine Learning in Healthcare
4.4.1. Artificial Intelligence Applications in Medical Diagnostics
4.4.2. Machine Learning Algorithms for Pattern Detection
4.4.3. Chatbots
4.4.4. Virtual Assistants in Medical Care

4.5. Internet of Things (IoT) in Healthcare
4.5.1. Connected Medical Devices and Remote Monitoring
4.5.2. Intelligent Hospital Infrastructures
4.5.3. IoT Applications in Inventory Management
4.5.4. Supplies

4.6. Cybersecurity in Healthcare
4.6.1. Health Data Protection and Regulatory Compliance
4.6.2. Prevention of Cyber Attacks
4.6.3. Ransomware
4.6.4. Security Audits and Incident Management

4.7. Virtual Reality (RV) and Augmented Reality(AR) in Medicine
4.7.1. Medical Training Using VR Simulators
4.7.2. AR Applications in Assisted Surgery
4.7.3. Surgical Guides
4.7.4. VR Therapy and Rehabilitation

4.8. Medical Robotics
4.8.1. Use of Surgical Robots in Medical Procedures
4.8.2. Task Automation in Hospitals and Laboratories
4.8.3. Prosthesis
4.8.4. Robotic Assistance in Rehabilitation

4.9. Medical Image Analysis
4.9.1. Medical Image Processing and Computational Analysis
4.9.2. Computer-Aided Image Diagnosis
4.9.3. Real-Time Medical Imaging
4.9.4. 3D

4.10. Blockchain in Healthcare
4.10.1. Security and Traceability of Health Data with Blockchain
4.10.2. Exchange of Medical Information between Institutions
4.10.3. Management of Informed Consents
4.10.4. Privacy

Module 5. Market access (1) Organization and Processes

5.1. Market Access in the Pharmaceutical Industry

5.1.1. What Do We Mean by Market Access?
5.1.2. Why Is a Market Access Department Necessary?
5.1.3. Market Access Department Functions
5.1.4. Conclusions

5.2. 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. New Drug Assessment at the 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 Assessments

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

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. Procedure for Access to Medication 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 ARC
5.6.5. Criteria for Selecting The ARC

5.7. Drug Purchasing Process

5.7.1. Public Procurement
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. Market Access Professional Profiles
5.8.3. Market Access Manager
5.8.4. Pharmacoeconomics
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. Segmentation of Regions and Accounts
6.1.3. Scientific Societies
6.1.4. Patient Associations
6.1.5. Designing the Corporate Strategy
6.1.6. Strategy Implementation Chronology

6.2. Market Access Management of a Drug
6.2.1. Regional Access Management
6.2.2. Access to The Hospital Drug Market Hospital Pharmacy Management and Strategy
6.2.3. Access to the Market for Street Pharmacy Drugs
6.2.4. Management and strategy for Primary Care Pharmacists

6.3. Clinical Value of a Drug
6.3.1. Value Based on Clinical Development
6.3.2. Real Life Studies
6.3.3. (RWD/RWE)
6.3.4. Conclusions

6.4. Value Perceived by The Patient
6.4.1. Patient Reported Outcomes (PRO)
6.4.2. Health-Related Quality of Life (HRQOL)
6.4.3. Satisfaction with Treatment
6.4.4. Incorporation of Patient Preferences

6.5. Economic Analysis Types
6.5.1. Types of Economic Analysis
6.5.2. Parameters to Be Defined
6.5.3. Partial Economic Assessments
6.5.4. Costs and Burden of Disease
6.5.5. Cost Consequence

6.6. Economic Analysis Studies
6.6.1. Budget Impact Studies
6.6.2. Market Growth
6.6.3. Associated Risks
6.6.4. Intellectual Property

6.7. Economic Analysis Assessments
6.7.1. Complete Economic Assessments
6.7.2. Cost-Effectiveness Analysis
6.7.3. Cost-Utility Analysis
6.7.4. Cost-Benefit Analysis
6.7.5. Decision Rules

6.8. Drug Value Dossier
6.8.1. Value Dossier Contents
6.8.2. Clinical Value of The Drug
6.8.3. Economic Value of The Drug
6.8.4. Demonstrating The Value of The Drug to The Healthcare System
6.8.5. Adaptation of The Dossier to Different Autonomous Communities

6.9. Documents Required for Price and Reimbursement Request
6.9.1. Required Documents
6.9.2. Optional Documents
6.9.3. Price Documents
6.9.4. Reimbursement Documents

6.10. New Trends
6.10.1. Value-Based Purchasing
6.10.2. Multicriteria Analysis (MCA)
6.10.3. Innovative Public Procurement
6.10.4. Latest Trends

Module 7. Integral Coaching in *Pharma Biotech*

7.1. Basics of Coaching in Pharma Biotech
7.1.1. Coach's Capabilities and Ethics
7.1.2. The Essence of Coaching
7.1.3. Learning to Learn
7.1.4. Recommended Film: The Pacific Warrior

7.2. The Coaching Process - Schools and Models
7.2.1. North American Coaching Contributions
7.2.2. Humanistic-European Coaching Contributions
7.2.3. Ontological Coaching Contributions
7.2.4. Conclusions

7.3. The Coachee-Client
7.3.1. Present - Breakdown - Objectives
7.3.2. How to Know The Situation of Each Person in a Professional Team and in This Way Be Able to Overcome Problems in Order to Achieve The Objectives
7.3.3. Know The Current Situation through The Tool "THE WAY OF PROFESSIONAL LIFE"
7.3.4. Conclusions

7.4. Ideal Situation
7.4.1. Where I Am Going
7.4.2. Identify Goal, Vision and Clarification Objectives Both as an Individual Professional and as a Team Coordinator
7.4.3. Grow Model
7.4.4. Example: Where You Want to Have Each Member of Your Team through a Mandala

7.5. The Technique Our Mind
7.5.1. Mental Models
7.5.2. Observe, Distinguish
7.5.3. Beliefs, Judgments
7.5.4. Facts and Opinions

7.6. The Technique Language
7.6.1. Basic Postulates of the Ontology of Language according to Rafael Echevarría
7.6.2. Listening, Silence and Speech Competence
7.6.3. Recommended Books
7.6.4. Rafael Echevarría Language Ontology
7.6.5. Leonardo Wolk. The Art of Blowing Embers

7.7. The Technique Emotion
7.7.1. Management and Emotional Intelligence
7.7.2. Legitimizing Emotion in order to Manage It from the Linguistic Dimensions
7.7.3. Emotional
7.7.4. Conclusions

7.8. Technique - Corporeality
7.8.1. Who Am I from my Body?
7.8.2. Posture and Movement
7.8.3. Trends that Support or Block Conversations with the Body
7.8.4. Conclusions

7.9. Powerful Questions How to Use The Questions to Help Each Member of Your Team Find Their Best Version of Themselves
7.9.1. To Determine The Profile of Our Customer and to Design a Plan of Action
7.9.2. Coaching Questions to Reconnect You
7.9.3. Coaching Questions to Change Perspective
7.9.4. Coaching Questions for Awareness
7.9.5. Coaching Questions to Create Action
7.9.6. Coaching Questions for Goal Setting
7.9.7. Coaching Questions for Designing a Plan of Action
7.9.8. Coaching Questions for Clients to Find Their Own Solutions

7.10. The Action
7.10.1. Action Plan Phases
7.10.2. Accompany
7.10.3. Monitoring
7.10.4. Commitment
7.10.5. How to Elaborate a Plan of Action with Each Delegate of Your Team

Module 8. The Medical Department

8.1. The Medical Department
8.1.1. General Structure of The Medical Department in Different Companies
8.1.2. Objective and Functions of The Department
8.1.3. Roles in The Medical Department
8.1.4. How They Relate to Other Departments: Marketing, Access,Sales, etc
8.1.5. Career Opportunities in The Medical Department in The Pharmaceutical Industry

8.2. Monitoring
8.2.1. Fundamentals of Clinical Development
8.2.2. Legislation on Clinical Trials
8.2.3. Types of Clinical Trials
8.2.4. Clinical Trial Phases
  8.2.4.1. Phase I Clinical Studies
  8.2.4.2. Phase II Clinical Studies
  8.2.4.3. Phase III Clinical Studies
  8.2.4.4. Phase IV Clinical Studies

8.3. Clinical Trial Methodology
8.3.1. Clinical Trial Design
8.3.2. Stages in the Development of Clinical Trial
8.3.3. Clinical Trial Feasibility
8.3.4. Identification and Selection of Centers and Researchers
8.3.5. Recruitment Materials and Strategies
8.3.6. Contracts with Research Centers
8.3.7. Protocol
8.3.8. Patient Information Sheet and Informed Consent

8.4. Trial Monitoring: Follow-Up and Control
8.4.1. Monitoring Visit
  8.4.1.1. 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 Studies
8.5.3. Integration in The Medical Plan
8.5.4. Collection and Communication of Results
8.5.5. Current Challenges in The Use of Evidence and Knowledge of RWE
8.5.6. How RWE Can Support Decision Making throughout The Product Life Cycle
8.5.7. 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. Objective and Functions of The Department
  8.6.1.2. General Structure of The Department in Different Companies
  8.6.1.3. Interactions Between Medical Affairs And Other Departments (Clinical Operations & Commercial Departments)
  8.6.1.4. The Relationship of Medical Issues in Terms of Product Life Cycle
8.6.2. Creation of State-of-The-Art Data Generation Programs
8.6.3. Medical's Co-Leadership Role
8.6.4. Affairs in Multifunctional Pharmaceutical Organizations

8.7. Roles in The Medical Affairs Department
8.7.1. Medical Advisor Role
8.7.2. Medical Advisor Functions
8.7.3. HCP Participation Tactics
  8.7.3.1. Advisory Board and Promotional Programs
  8.7.3.2. Scientific Publications
  8.7.3.3. Scientific Congress Planning
8.7.4. Development of a Medical Communications Plan
8.7.5. Medical Product Strategy Design
8.7.6. Management of Medical Projects and Studies Based on Real Clinical Practice Data (RWE)
8.7.7. Medical Science Liaison Role

8.7.7.1. MSL functions: medical communication and interlocutors
8.7.7.2. Implementation of Medical Projects and Territorial Management
8.7.7.3. Initiated Studies/Trials and Research Collaborations Investigator
8.7.7.4. Scientific Communication and Collection of Insights

8.8. Compliance In the Medical Affairs Department
8.8.1. Compliance Concept in The Medical Department
  8.8.1.1. Prescription Drug Promotion
  8.8.1.2. Interrelation with Healthcare Professionals and Organizations
  8.8.1.3. Interrelation with Patient Organizations
8.8.2. On Label/Off Label Definition
8.8.3. Differences between Commercial Department and Medical Affairs
8.8.4. Code of Good Clinical Practice in Medical Promotion and Information

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

8.9.4.5. Other Resources: Official Organizations, Websites, Scientific Societies, Associations, Assessment Agencies, etc

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

Module 9. Team Leadership in Pharma

9.1. Leadership
9.1.1. Leadership Introduction
9.1.2. Power and Influence
9.1.3. What Is Leadership?
9.1.4. Conclusions

9.2. Leadership Theory
9.2.1. Leadership Process
9.2.2. Leadership Styles
9.2.3. Leadership Models
9.2.4. Evolution

9.3. Leadership Skills
9.3.1. Communication.
9.3.2. Commitment
9.3.3. Motivation
9.3.4. Decision Making

9.4. Group Management
9.4.1. Organisation
9.4.2. Time Management
9.4.3. Planning and Objectives
9.4.4. Equipment Assessment

9.5. Team Management Skills
9.5.1. Goals
9.5.2. Objectives
9.5.3. Time Management
9.5.4. Problem Management

9.6. Decision Making
9.6.1. Process
9.6.2. Team Decision-Making
9.6.3. Strategic Decisions
9.6.4. Ethical Decisions

9.7. Communication, Part of Success
9.7.1. External Communication
9.7.2. Internal Communication
9.7.3. Crisis Communication
9.7.4. Intercultural Communication

9.8. Negotiation and Conflict Management
9.8.1. Communication Strategies
9.8.2. Skills
9.8.3. Conflict Management.
9.8.4. Team Negotiation

9.9. People Development
9.9.1. Equipment
9.9.2. Motivation
9.9.3. Visibility
9.9.4. Conclusions

9.10. Common Objective, Project Development
9.10.1. Common Objective, Which Is
9.10.2. Multidisciplinary Teams
9.10.3. Building Alliances
9.10.4. Most Used Strategies

Module 10. The Business Plan in The Territory

10.1. Business Plans
10.1.1. What is a Business Plan?
10.1.2. Purpose and Objectives of Business Plans
10.1.3. Why Is It Important to Make a Business Plan?
10.1.4. When Should We Make a Business Plan?

10.2. Pharmaceutical Industry Context
10.2.1. Structural Situation of The Pharmaceutical Industry
10.2.2. Key People and Departments in The Development of a Plan of Action:
10.2.3. General Management
    10.2.3.1. Sales Management
    10.2.3.2. Marketing Department
    10.2.3.3. Medical Department
    10.2.3.4. Financial Department
    10.2.3.5. Regulatory Department
10.2.4. Current Challenges Facing The Pharmaceutical Industry

10.3. Stages for Defining a Business Plan
10.3.1. Define Objectives
10.3.2. Product Description: Key Attributes
10.3.3. What Information Do I Need to Make a Plan?
10.3.4. Alignment with Strategy
10.3.5. Define Timings
10.3.6. Define Resources
10.3.7. Establish Results

10.4. Business and Marketing Plan
10.4.1. Business Resources to Set Up a Plan
10.4.2. Choice of the Plan According to Our Objective
10.4.3. Marketing Strategy: Alignment
10.4.4. Marketing Resources as Leverage

10.5. Customer Analysis
10.5.1. Customer Relationship Management
10.5.2. Identify Customer Needs
10.5.3. Communication With Client
10.5.4. Conclusions

10.6. Competitive Analysis
10.6.1. Market Segmentation
10.6.2. Competitive Analysis of Your Product
10.6.3. Commercial Strategies vs. The Competition
10.6.4. Expansion Plans
10.6.5. Defense Plans

10.7. Economic Analysis of The Business Plan
10.7.1. Estimation of Costs and Objectives
10.7.2. Investment Sources and Strategies
10.7.3. Financial Risk Analysis
10.7.4. Return on Investment Assessment

10.8. Implementation and Follow-Up of the Business Plan
10.8.1. Business Plan Agenda
10.8.2. Process Monitoring and Review Mechanisms According to Evolution
10.8.3. KPI: Objective Performance Indicators
10.8.4. Conclusions

10.9. Final Analysis of The Business Plan
10.9.2. Compliance with Deadlines
10.9.3. Analysis of Results
10.9.4. Budget Analysis

10.10. Pharma Biotech Marketing Plan
10.10.1. Market Analysis
10.10.2. Competition.
10.10.3. Target Audience
10.10.4. Brand Positioning

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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.

30%

10%

8%

3%

30%

15%

4%

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.

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, Pharmaceutics, 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

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

Years of Experience

5 years **18%**

10 to 15 years **35%**

5 to 10 years **30%**

More than 15 years **17%**

Training

Business **36%**

Pharmaceuticals **38%**

Biology **17%**

Medicine **9%**

Educational Profile

Business **28%**

Pharmaceuticals **38%**

Biology **20%**

Medicine **14%**
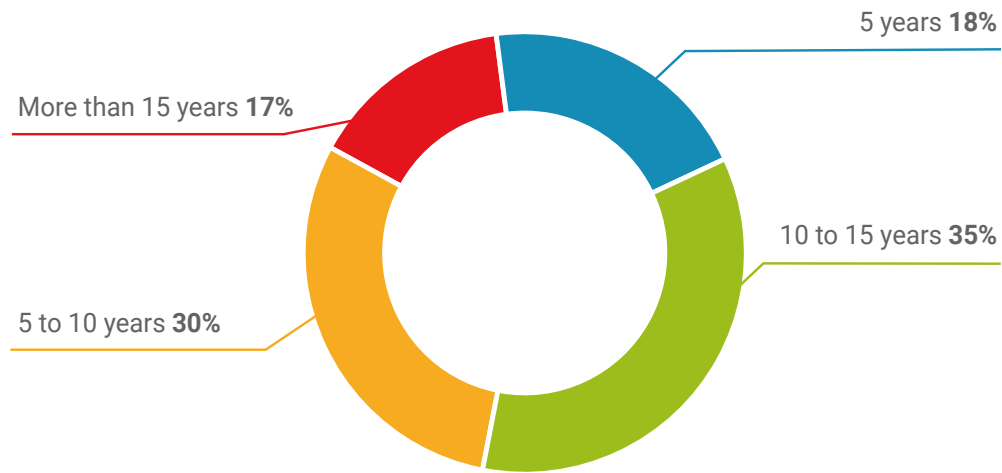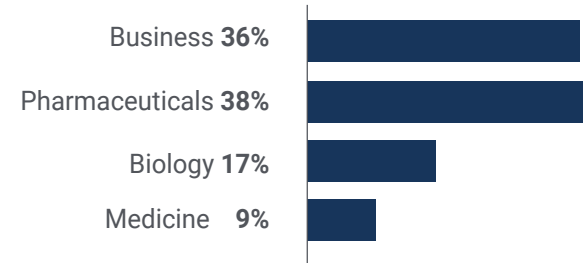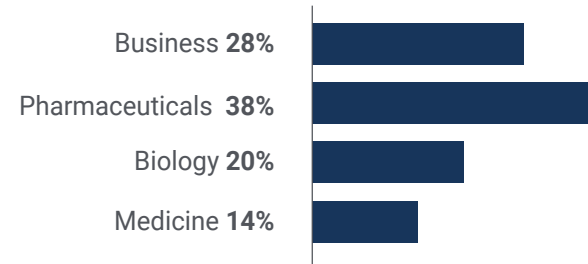
Geographical Distribution

U.S. **12%**

Spain **47%**

Mexico **35%**

Colombia **6%**
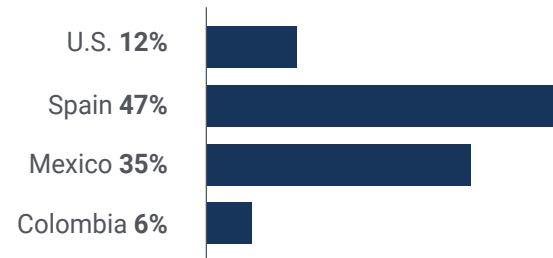
Luis Fernández

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 Pharmaceutics, 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 Control, Operations and Finance with this 100% online university program"*

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

Ms. Pascual Alfonso, Eva

- Senior Medical Advisor at AMGEN
- Degree in Pharmacy from the Complutense University of Madrid
- Specialization in Methodology and Management of Clinical Trials and Drug Registration by the Spanish Association of Industry Pharmacists (AEFI)
- MBA in Management and Direction of the Pharmaceutical Industry from the University of Alcalá de Henares, Madrid

Mr. Rojas Palacio, Fernando

- Founder and CEO of Navandu Technologies
- Founder of Brigital Health, an international consulting firm
- Expert in Big Data and Social Network Analysis by the MIT
- Senior Business Management Program by Institute of Business and Chicago Booth School of Business
- MSc in Telecommunication Engineering from the Polytechnic University of Madrid
- Professor associated with academic programs in his specialty

Ms. Armesto Alonso, Susana

- Physician in the University Hospital Marqués de Valdecilla
- President of the Astur-Cantabrian-Castellano-Leonese Society of Dermatology
- Co-author of the book Economic Assessment of Hospital Hyperbaric Medicine
- Degree in Medicine and Surgery from the University of Salamanca
- PhD in Dermatology from the University of Oviedo
- Master's Degree in Health Management
- Member of the AEDV Board of Directors

Mr. Cobo Sainz, Manuel

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

Mr. Ribas Guardiá, Xavi

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

Ms. Restovic, Gabriela

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

Ms. Caloto González, María Teresa

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

A unique, key, and decisive training experience to boost your professional development"

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 Executive Master's Degree in MBA in Pharma Biotech Management is an intensive program that prepares you to face challenges and business decisions in the medical and pharmaceutical fields. The main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve yourself, make a positive change at a professional level, and 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

During the program	During the first year	After 2 years
11%	**63%**	**26%**

Type of change

Internal Promotion **48%**
Change of Company **35%**
Entrepreneurship **17%**
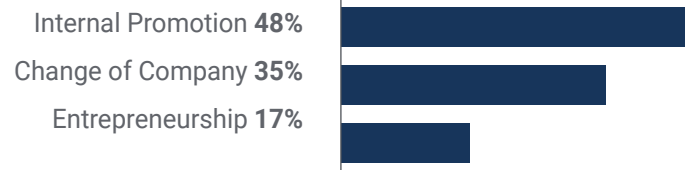
Salary increase

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

Salary before	A salary increase of	Salary after
$57,000	**27.19%**	**$72,500**

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.

03

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

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.

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 Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Professional Master's Degree diploma issued by TECH Technological University.

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"
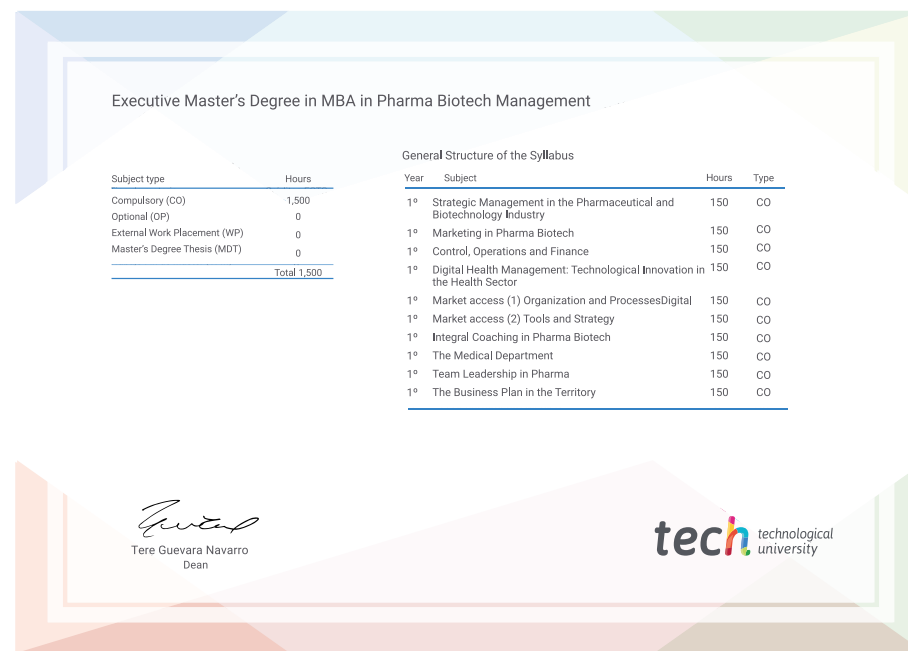
This **Executive Master's Degree in MBA in Pharma Biotech Management** contains the most complete and up-to-date program on the market.

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

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

Title: **Executive Master's Degree in MBA in Pharma Biotech Management**
Official Nº of Hours: **1,500 h.**

tech technological university

Awards the following
CERTIFICATE
to
Mr./Ms. _____ with identification number _____.
For having successfully passed and accredited the following program

EXECUTIVE MASTER'S DEGREE
in

MBA in Pharma Biotech Management

This is a qualification awarded by this University, equivalent to 1,500 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

Executive Master's Degree in MBA in Pharma Biotech Management

Subject type	Hours
Compulsory (CO)	1,500
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
Total	1,500

General Structure of the Syllabus

Year	Subject	Hours	Type
1º	Strategic Management in the Pharmaceutical and Biotechnology Industry	150	CO
1º	Marketing in Pharma Biotech	150	CO
1º	Control, Operations and Finance	150	CO
1º	Digital Health Management: Technological Innovation in the Health Sector	150	CO
1º	Market access (1) Organization and ProcessesDigital	150	CO
1º	Market access (2) Tools and Strategy	150	CO
1º	Integral Coaching in Pharma Biotech	150	CO
1º	The Medical Department	150	CO
1º	Team Leadership in Pharma	150	CO
1º	The Business Plan in the Territory	150	CO

Tere Guevara Navarro
Dean

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

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Executive Master's Degree
MBA in Pharma Biotech Management

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

Executive Master's Degree
MBA in Pharma Biotech Management