



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

» Modality: online

» Duration: 12 months

» Certificate: TECH Technological University

» Dedication: 16h/week

» Schedule: at your own pace

» Exams: online

Website: www.techtitute.com/in/school-of-business/professional-master-degree/master-mba-pharmacy-office-management-administration

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01 **Welcome**

Healthcare has become more relevant than ever in recent times. In a scenario where this need has become extreme, especially pharmacy and pharmacist care have become one of the pillars for the population. In this program, pharmacy professionals are offered the most appropriate management tools to develop their activity with the necessary fluency in the most practical fields. In this way, they will have a more generalized vision of what it is to work in these centers that dispense drugs, which are of prime necessity for society in general. Therefore, the activity must be carried out following the highest quality standards, since any error can be harmful to the health of the users.









tech 08 | Why Study at TECH?

At TECH Technological University



Innovation

The university offers an online learning model that combines 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.

100,000+

200+

executives trained each year

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.



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 studies in the academic community"

Why Study at TECH? | 09 tech

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



Analysis

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



Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



Economy of Scale

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



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.



tech 12 | Why Our Program?

This program will provide students with a multitude of professional and personal advantages, particularly the following:



A significant career boost

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 participants achieve positive career development in less than 2 years.



Develop a strategic and global vision of companies

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

Our global vision of companies will improve your strategic vision.



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.



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.



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.



Thoroughly develop business projects

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

20% of our students develop their own business idea.



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.



Be part of an exclusive community

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

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





tech 16 | Objectives

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

The MBA in Pharmacy Office Management and Administration qualifies students to:



Acquire the knowledge and techniques that are essential to take on and organize the organizational responsibilities of a Pharmacy Office



Know how to manage all aspects of human resources



Learn about responsible management





Learn how to manage the financial area of the Pharmacy



Learning about the client/patient in all its aspects



Analyze the purchasing processes and the most efficient ways of conducting logistics



Know everything you need to know about quality control, standards and certifications



09

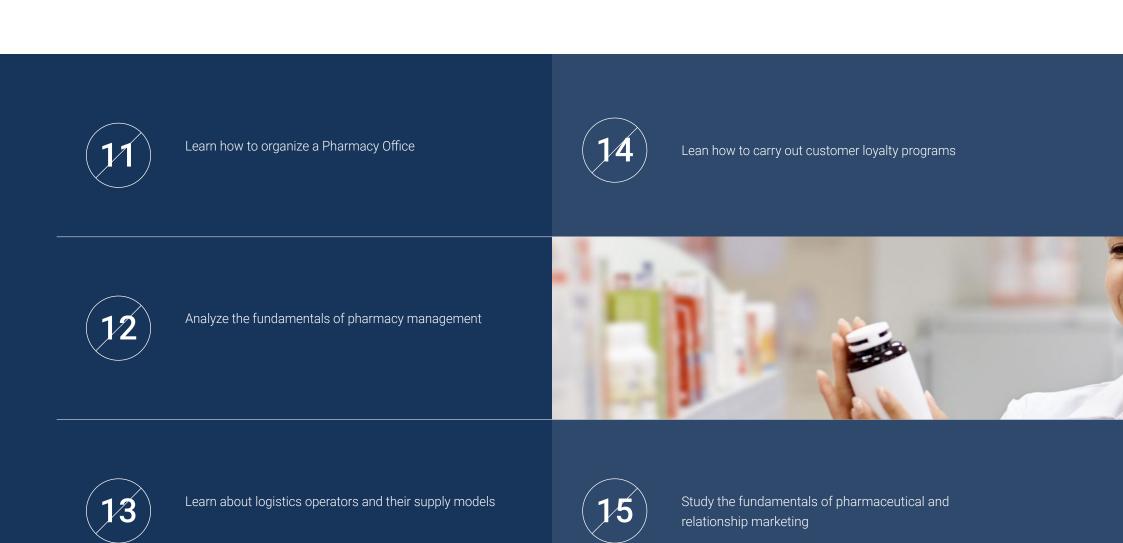
Learn about the role of Community Pharmacy



Learn about service management in the Pharmacy Office



Analyze corporate social liability applied to Pharmacy Offices





Learn about market research in the Pharmacy Office



Learning about internal communication and conflict management





Learn the importance of the image of the Pharmacy Office



Study Pharmaceutical Merchandising,advertising and promotion



Learn about certification of quality of the Pharmacy Office







Lead and direct projects of lesser or greater intensity and complexity in the field of the Pharmacy Office



Act with the ability to analyze and diagnose problems



Seamlessly manage all aspects involved in a Pharmacy Office

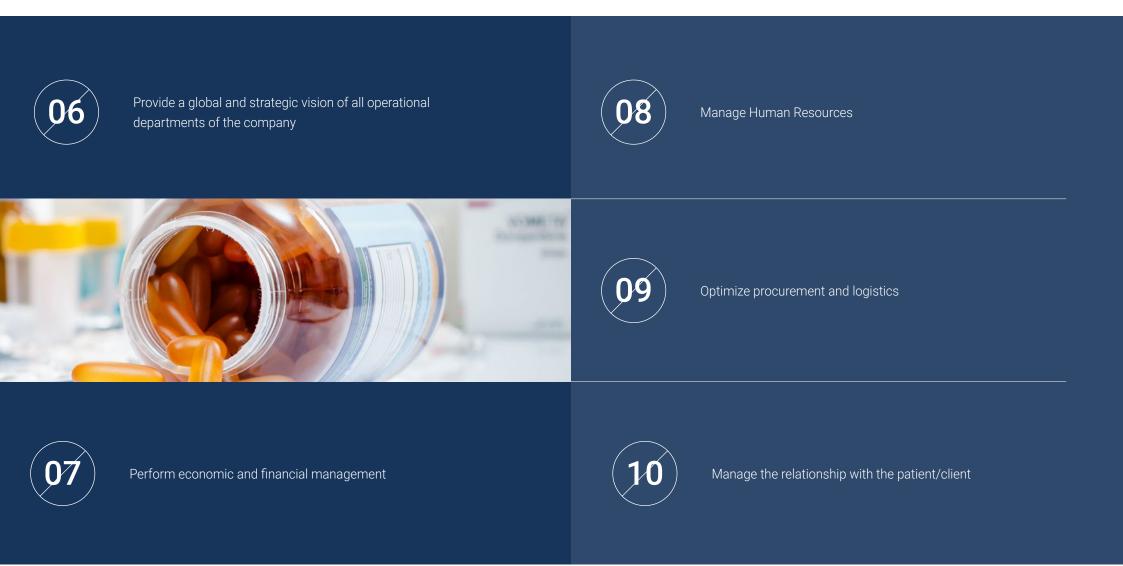


03

Successfully manage all aspects in which this action is carried out



Master advanced business management tools





Establish communication strategies



Design and implement services to be offered from the Pharmacy Office





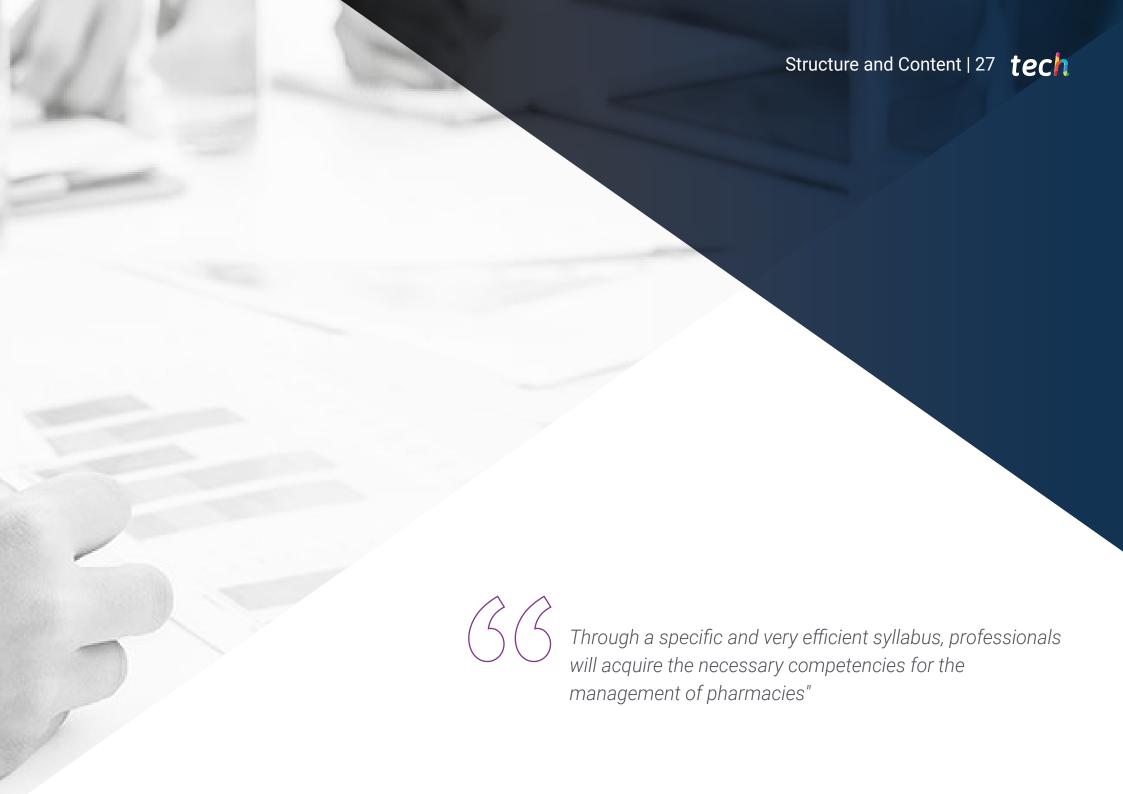
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Implement a quality management system

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Take responsibility and think in a transversal and integrative way to analyze and solve situations in uncertain environments





tech 28 | Structure and Content

Syllabus

The contents of this MBA in Pharmacy
Office Management and Administration
are directed by experts in pharmaceutical
management and administration, who
bring to this program their experience and,
therefore, their realistic and close vision
of the professional reality, in a conscious
and proactive way.

Throughout the syllabus, all the aspects of Pharmacy Office management will be explained and analyzed, learning the key concepts in this field, the processes of identification, definition, unification and coordination.

A journey that will lead students to the analysis of the keys to the success of projects in different environments, as well as to the reflection on the essential management of time on their way to efficiency, cost management, quality, resources, communications, risk assessment, procurement management and certifications.

All this development from the hand of professionals recognized and valued worldwide, to learn from the best; with the best learning system, and a stimulating and attractive educational process.

Another key to the success of this specialization is the possibility for the students to decide how to organize their learning: from the time, to the place and intensity of study. This ensures that this effort is fully compatible with personal and professional life, so that the student never loses motivation.

In this sense, the study is 100% online, although you can download the contents to continue offline if you wish. In addition, there will be illustrative videos, review audios and an online library with complementary material.

This program takes place over 12 months and is divided into 10 modules:

Module 1	The Responsible Management of the Pharmacy Office
Module 2	Economic-Financial Management of the Pharmacy Office
Module 3	Human Resource Management and Administration in the Pharmacy Office
Module 4	Optimization of Pharmacy Office Logistics Purchasing Processes
Module 5	Client/Patient Management
Module 6	Pharmaceutical Marketing
Module 7	Sales in the Pharmacy Office
Module 8	Communication in the Pharmacy Office
Module 9	Management of Professional Services in the Pharmacy Office
Module 10	Quality Management in the Pharmacy Office



Where, When and How is it Taught?

TECH offers the possibility of developing this MBA in Pharmacy Office Management and Administration completely online. Over the course of 12 months, 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.

tech 30 | Structure and Content

Mod	lule 1. The Responsible Management of	the Pha	armacy Office				
1.1.	The Role of Community Pharmacy. Scope of Action of the Community Pharmacist. Mission of the Organization	1.2.	Analysis of the Community Pharmacy Environment	1.3.	Promoting Health From the Community Pharmacy	1.4.	Implementation of Good Practices in the Community Pharmacy
1.5.	Rational Use of Medicines in Pharmacy Offices	1.6.	Education and Information for the Proper Use of Medicines and Medical Devices	1.7.	Professional Secrecy Moral Basis for Secrecy. Pharmacist and Professional Secrecy	1.8.	Concept and Functions of Codes of Ethics. Responsibly Performing Professional Skills. Unfair Competition
1.9.	Corporate Social Liability Applied to the Pharmacy Office. Respect for the Environment and Waste Management	1.10.	Organization of a Pharmacy Office				
Mod	lule 2. Economic-Financial Management	of the	Pharmacy Office				
2.1.	Fundamentals of Pharmacy Management	2.2.	Management Processes in Pharmacy	2.3.	Analysis of Financial and Economic Ratios in Pharmacy	2.4.	Inventory Management
Mod	lule 3. Human Resource Management ar	nd Adm	inistration in the Pharmacy Office				
3.1.	Organisational Models. Structure and Organization Charts	3.2.	The Team as a Motor. Profile of the Owner and Collaborators	3.3.	Personnel Selection and Interview	3.4.	Relatives in Pharmacy
3.5.	Definition of the Mission. Stakeholders	3.6.	Interdependencies and Leadership	3.7.	Management and Development of People in Connection with the Mission	3.8.	Motivation: Education and Professional Development, Remuneration, etc.
3.9.	Occupational Hazard Prevention	3.10	Organization and Internal Communication				

Mod	ule 4. Optimization of Pharmacy Offic	e Logis	tics Purchasing Processes				
4.1.	Logistics Operators and Their Supply Models	4.2.	The Purchase	4.3.	Managing and Negotiating with Suppliers	4.4.	The Distribution Chain
4.5.	Product Assortment	4.6.	Product Management	4.7.	Purchase Management	4.8.	Stock Management
4.9.	The Products	4.10.	The Promotion and Launching of New Products				
Mod	ule 5. Client/Patient Management						
5.1.	Pharmacy as a Space for Health Management	5.2.	Communication to Approach the Client/ Patient Pairing	5.3.	Client Segmentation	5.4.	Consumer Psychology and Behavior
5.5.	Professional Liability, Management Motor	5.6.	Regular and New Clients	5.7.	Customer Loyalty Programs	5.8.	Customer Service
Mod	Jule 6. Pharmaceutical Marketing						
6.1.	Fundamentals of Marketing	6.2.	Pharmaceutical and Relationship Marketing	6.3.	Markets. Positioning	6.4.	Market Research in the Pharmacy Office
6.5.	Pharmaceutical Merchandising: Offers and Communication	6.6.	Advertising and Promotion	6.7.	Digitalization of Pharmacy: From 1.0 to 3.0	6.8.	Strategic Marketing
6.9.	Micromarketing						
Mad							
	ule 7. Sales in the Pharmacy Office						
7.1.	Psychology and Sales Techniques	7.2.	Sales Cycle	7.3.	Sales Projections	7.4.	Price-Setting Policies
7.5.	Types of Products	7.6.	Focus on Product Profitability	7.7.	Types of Purchases and Clients	7.8.	Cross-Selling and Up-Selling
7.9.	Challenging Situations	7.10.	Digital e-Commerce Management				

tech 32 | Structure and Content

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Mod	lule 8. Communication in the Pharmacy (лпсе					
8.1.	Concept and Value of Internal Communication	8.2.	Communication With Employees	8.3.	Conflict Management	8.4	. Leadership and Team Manageme
8.5.	Communication With the Client	8.6.	The Image of the Pharmacy Office	8.7.	Technical Communication Supports	8.8.	Strategies for Acting on Social Media
8.9.	Digital Marketing to Attract and Retain Customers						
Mod	lule 9. Management of Professional Serv	ices in	the Pharmacy Office				
9.1.	Services That Can Be Developed in the Pharmacy	9.2.	Selection and Implementation of Services		Requirements for Developing the Services	9.4.	Offering and Monitoring Services
9.5.	Economic Management of Services						
Mod	lule 10. Quality Management in the Pharr	macy (Office				
10.1	. Quality	10.2.	Certification of Quality of the Pharmacy Office	10.3.	Total Quality and Strategic Management (TQM)		Control Points and Improvement Indicators
10.5	. Identification of Strategic Niches and Competitive Advantages	10.6.	Control Panels				





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.





tech 36 | Methodology

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.





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



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

A learning method that is different and innovative

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



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

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

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

tech 38 | Methodology

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.



Methodology | 39 tech

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.

tech 40 | Methodology

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.



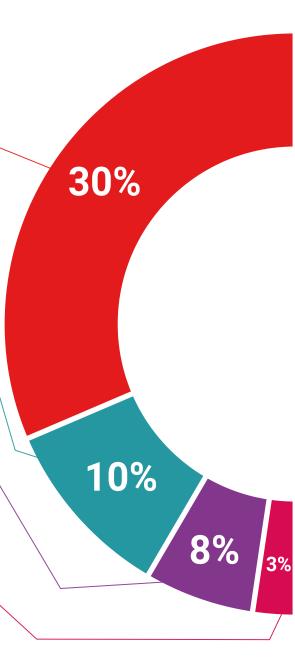
Management Skills Exercises

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.





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.

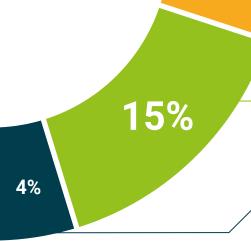


This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

Testing & Retesting

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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.

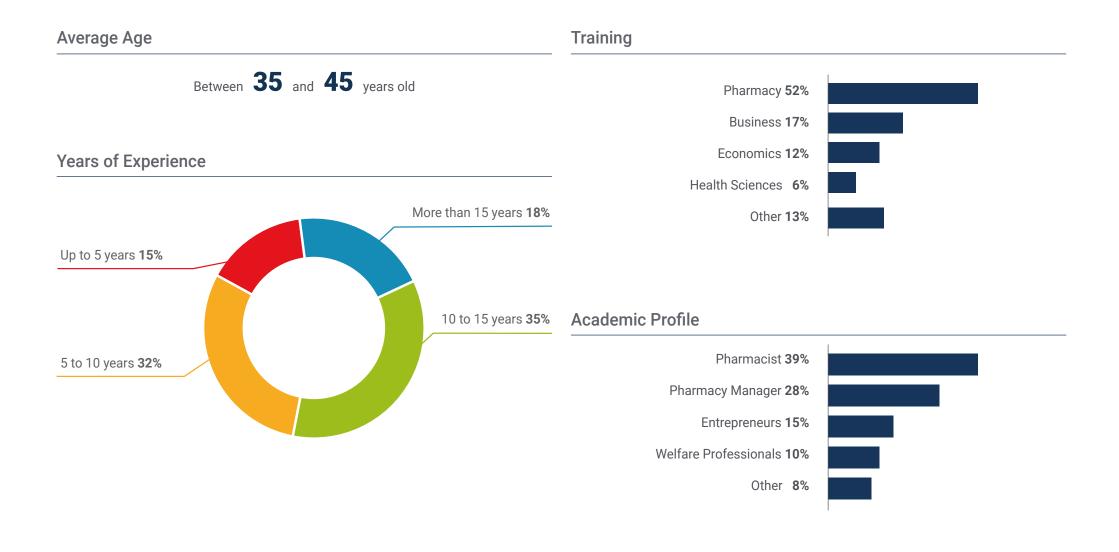


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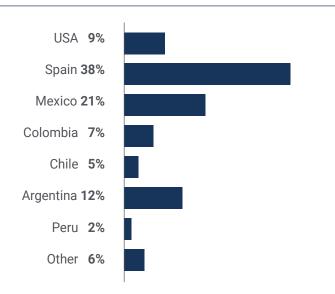




tech 44 | Our Students' Profiles



Geographical Distribution





Ricardo López

Pharmacy Manager

"The completion of this TECH academic program on Pharmacy Office leadership and management has been a plus in the visibility of my CV, as well as in the development of my professional skills. I would like to highlight the quality of the contents and the teachers. In addition, it has been a very fluid and constant work process, which I have been able to organize in my own way"





tech 48 | Course Management

Management



Ms. Aunión Lavarías, María Eugenia

- Pharmacist and Clinical Nutrition Expert
- Author of the reference book in the field of Clinical Nutrition "Dietary Management of Overweight in the Pharmacy Office". (Panamericana Medical Publishing House)
- Pharmacist with extensive experience in the public and private sector
- Pharmacist in Valencia Pharmacy
- Pharmacy Assistant in the British pharmacy and health and beauty retail chain Boots, UK
- Degree in Pharmacy and Food Science and Technology. University of Valencia
- Head of Postgraduate Certificate "Dermocosmetics in the Pharmacy Office"



10 **Impact on Your Career**

Taking a program of these characteristics is a great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. For this reason, TECH puts all efforts and tools at your disposal so that you can acquire the necessary skills and abilities that will allow you to achieve this change.



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

The MBA in Pharmacy Office Management and Administration at TECH Technological University is an intensive program that prepares you to face challenges and respond to them with confidence and solvency. Its main objective is to promote your personal and professional growth Helping professionals achieve success.

If you want to improve yourself, make a positive change professionally and network with the best, this is the place for you.

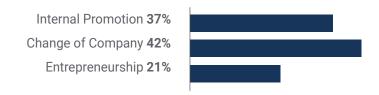
We put all our tools at your disposal so that you can increase your chances of moving up in your profession.

Specialize in TECH and achieve the professional change you desire.

When the change occurs



Type of change



Salary increase

This program represents a salary increase of more than 25.22% for our students

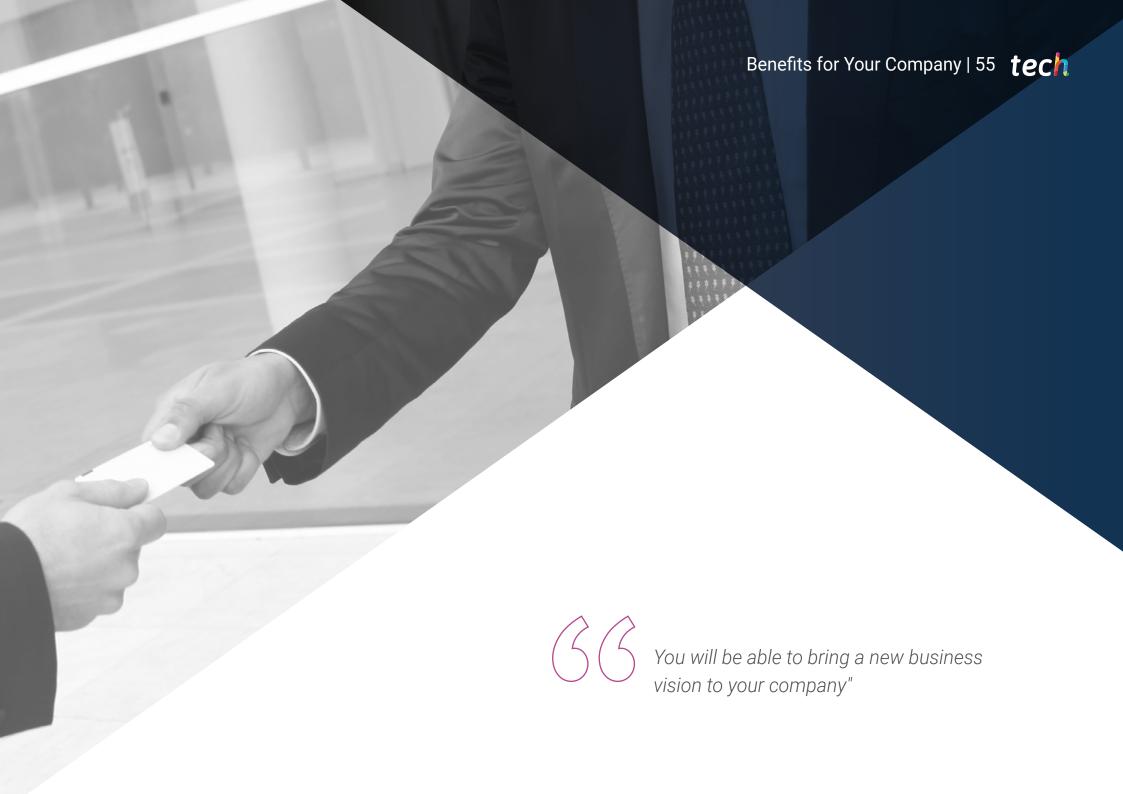
\$57,900

A salary increase of

25.22%

\$72,500





tech 56 | Benefits for Your Company

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



Intellectual Capital and Talent Growth

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



Retaining high-potential executives to avoid talent drain

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



Building agents of change

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



Increased international expansion possibilities

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





Project Development

The manager will be work on a current project or develop new projects in the field of R&D or Business Development within their company.



Increased competitiveness

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





tech 60 | Certificate

This **MBA** in **Pharmacy Office Management and Administration** 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 MBA in Pharmacy Office Management and Administration

Official N° of Hours: 1,500 h.





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



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