

Hybrid Master's Degree MBA in Pharma Biotech Business Management

Accreditation/Membership



tech global
university



Hybrid Master's Degree

MBA in Pharma Biotech Business Management

Modality: Hybrid (Online + Internship)

Duration: 12 months

Certificate: TECH Global University

Credits: 60 + 4 ECTS

Website: www.techtitude.com/us/medicine/hybrid-master-degree/hybrid-master-degree-mba-pharma-biotech-business-management

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01

Introduction to the Program

In recent decades, the Pharma Biotech sector has experienced exponential growth, driven by biomedical innovation, digitalization, and changes in the global demand for advanced therapeutic solutions. According to data from the WHO, chronic and degenerative diseases continue to rise worldwide, which has favored investment in biotechnology applied to the development of personalized medicines and targeted therapies. In this constantly evolving landscape, TECH Global University has created this postgraduate program to respond to the growing demand for leaders with a strategic vision, offering a rigorous, flexible academic experience focused on effective leadership in this highly specialized environment. All of this is based on an innovative methodology that combines online content with in-person sessions.



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A comprehensive and 100% online program, exclusive to TECH, with an international perspective backed by our membership in Business Graduates Association”

The Pharma Biotech industry represents one of the fastest-growing sectors with significant international prospects, as it combines biomedical research with technological innovation to offer advanced therapeutic solutions. This dynamic environment demands leaders capable of making strategic decisions, managing resources efficiently, and adapting to continuous regulatory and scientific changes.

In response to this need, TECH Global University has created the Hybrid Master's Degree MBA in Pharma Biotech Business Management, specially designed for those who wish to lead pharmaceutical and biotechnology companies with a modern, business-oriented vision focused on excellence. Through a comprehensive approach, the program will offer an in-depth academic journey, structured in modules covering topics such as R&D project financing to managing operations in highly regulated clinical environments. Additionally, key content such as business development, pharmaceutical marketing, intellectual property, bioethics, and international regulations will be included. All of this will provide a comprehensive understanding of the processes that govern this field.

Moreover, this university program will be delivered in a 100% online format, allowing participants to balance their studies with their professional activities without compromising the rigor and high standards of the academic experience. The Relearning methodology, focused on the intelligent repetition of content, will ensure the progressive and effective assimilation of key concepts.

As an added value, participants will have in-person sessions at prestigious centers, where they can apply their knowledge in real-world contexts, further strengthening their executive profile and competitiveness. Additionally, a group of International Guest Directors will conduct a series of rigorous Masterclasses.

Furthermore, thanks to TECH's membership in the **Business Graduates Association (BGA)**, students will have access to exclusive and up-to-date resources that will strengthen their continuous learning and professional development, as well as discounts on professional events that will facilitate networking with industry experts. Additionally, they will be able to expand their professional network by connecting with specialists from different regions, fostering the exchange of knowledge and new job opportunities.

This **Hybrid Master's Degree MBA in Pharma Biotech Business Management** contains the most complete and up-to-date scientific program on the market.

The most important features include:

- ♦ Development of over 100 practical cases presented by professionals in Pharma Biotech business management, pharmacy experts, and university professors with extensive experience
- ♦ The graphic, schematic, and highly practical content is designed to provide essential information on the disciplines crucial for professional practice
- ♦ All of this will be complemented by theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an internet connection
- ♦ Furthermore, you will be able to carry out an internship in one of the best companies



Thanks to this comprehensive curriculum, you will develop analytical and strategic skills to identify business opportunities in the Pharma Biotech sector"

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After completing the theoretical stage, you will undertake an intensive 3-week residency at a prestigious institution, where you will acquire all the knowledge necessary to make a professional leap”

This Hybrid Master's Degree, professional-oriented and semi-presential, is aimed at updating business professionals working in the Pharma Biotech sector who require a high level of qualification. The content is based on the latest scientific evidence and is presented in a didactic manner to integrate theoretical knowledge into Pharma Biotech business management. The theoretical-practical elements will facilitate knowledge updates and enable decision-making in patient management.

Thanks to its multimedia content, created with the latest educational technology, the Pharma Biotech business management professional will experience situated and contextualized learning—providing a simulated environment for immersive learning, designed to train professionals in real-world situations. The design of this program is based on Problem-Based Learning, by means of which the student must try to solve the different professional practice situations that arise during the program. For this purpose, students will be assisted by an innovative interactive video system created by renowned experts.

You will master the most effective marketing strategies to face competition.

You will deepen your understanding of the use of Blockchain to track pharmaceutical products throughout the entire supply chain.



02

Why Study at TECH?

TECH is the world's largest online university. With an impressive catalog of more than 14,000 university programs, available in 11 languages, it is positioned as a leader in employability, with a 99% job placement rate. In addition, it has a huge faculty of more than 6,000 professors of the highest international prestige.



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Study at the largest online university in the world and ensure your professional success. The future begins at TECH”

The world's best online university, according to FORBES

The prestigious Forbes magazine, specialized in business and finance, has highlighted TECH as "the best online university in the world" This is what they have recently stated in an article in their digital edition in which they echo the success story of this institution, "thanks to the academic offer it provides, the selection of its teaching staff, and an innovative learning method oriented to form the professionals of the future".

The best top international faculty

TECH's faculty is made up of more than 6,000 professors of the highest international prestige. Professors, researchers and top executives of multinational companies, including Isaiah Covington, performance coach of the Boston Celtics; Magda Romanska, principal investigator at Harvard MetaLAB; Ignacio Wistumba, chairman of the department of translational molecular pathology at MD Anderson Cancer Center; and D.W. Pine, creative director of TIME magazine, among others.

The world's largest online university

TECH is the world's largest online university. We are the largest educational institution, with the best and widest digital educational catalog, one hundred percent online and covering most areas of knowledge. We offer the largest selection of our own degrees and accredited online undergraduate and postgraduate degrees. In total, more than 14,000 university programs, in ten different languages, making us the largest educational institution in the world.



The most complete syllabuses on the university scene

TECH offers the most complete syllabuses on the university scene, with programs that cover fundamental concepts and, at the same time, the main scientific advances in their specific scientific areas. In addition, these programs are continuously updated to guarantee students the academic vanguard and the most demanded professional skills. and the most in-demand professional competencies. In this way, the university's qualifications provide its graduates with a significant advantage to propel their careers to success.

A unique learning method

TECH is the first university to use Relearning in all its programs. This is the best online learning methodology, accredited with international teaching quality certifications, provided by prestigious educational agencies. In addition, this innovative academic model is complemented by the "Case Method", thereby configuring a unique online teaching strategy. Innovative teaching resources are also implemented, including detailed videos, infographics and interactive summaries.

The official online university of the NBA

TECH is the official online university of the NBA. Thanks to our agreement with the biggest league in basketball, we offer our students exclusive university programs, as well as a wide variety of educational resources focused on the business of the league and other areas of the sports industry. Each program is made up of a uniquely designed syllabus and features exceptional guest hosts: professionals with a distinguished sports background who will offer their expertise on the most relevant topics.

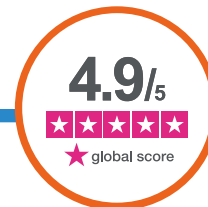
Leaders in employability

TECH has become the leading university in employability. Ninety-nine percent of its students obtain jobs in the academic field they have studied within one year of completing any of the university's programs. A similar number achieve immediate career enhancement. All this thanks to a study methodology that bases its effectiveness on the acquisition of practical skills, which are absolutely necessary for professional development.



Google Premier Partner

The American technology giant has awarded TECH the Google Premier Partner badge. This award, which is only available to 3% of the world's companies, highlights the efficient, flexible and tailored experience that this university provides to students. The recognition not only accredits the maximum rigor, performance and investment in TECH's digital infrastructures, but also places this university as one of the world's leading technology companies.



The top-rated university by its students

Students have positioned TECH as the world's top-rated university on the main review websites, with a highest rating of 4.9 out of 5, obtained from more than 1,000 reviews. These results consolidate TECH as the benchmark university institution at an international level, reflecting the excellence and positive impact of its educational model.



03 Syllabus

Thanks to a comprehensive and specialized curriculum, professionals will gain updated knowledge on the financing of scientific projects, biopharmaceutical marketing, regulatory compliance, business development, intellectual property, and more. They will also integrate content that allows them to understand the dynamics of the biotechnology ecosystem, including the management of strategic alliances, leadership of multidisciplinary teams, and the planning of complex industrial processes. Therefore, this university program will not only address the current market needs but will also anticipate the trends that will shape the future of this key industry.



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A high-level academic proposal designed to make you a leader capable of managing organizations with a global vision and a focus on innovation”

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 Business
 - 1.2.1. 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 Generating Value 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. The VUCA Environment
 - 1.4.2. PESTEL Analysis (Political, Economic, and Social Analysis)
 - 1.4.3. Analysis of Porter's 5 Forces
 - 1.4.4. DAFO Analysis (Political, Economic, and Social Analysis)
- 1.5. Internal Analysis
 - 1.5.1. Analysis of the Value Chain
 - 1.5.2. Analysis of Resources and Capabilities
 - 1.5.3. VRIO Analysis
 - 1.5.4. Conclusions
- 1.6. Business Unit Strategies
 - 1.6.1. The Business Unit
 - 1.6.2. Competitive Advantage
 - 1.6.3. Types of Strategies Based on Competitive Advantage
 - 1.6.4. Conclusions

- 1.7. Corporate Strategy and Diversification
 - 1.7.1. Corporate Strategy
 - 1.7.2. Strategy in the Business Portfolio
 - 1.7.3. Growth Strategy
 - 1.7.4. Most Common Strategies
- 1.8. Internationalization Strategy
 - 1.8.1. International Strategy of a Company
 - 1.8.2. Globalization of the Economy
 - 1.8.3. Risks of Internationalization
 - 1.8.4. Benefits of Internalization
- 1.9. Strategic Alliances, Acquisitions, and Mergers
 - 1.9.1. External Growth Strategy vs. Internal Growth Strategy
 - 1.9.2. Alliances in the Pharmaceutical Industry
 - 1.9.3. Mergers in the Sector
 - 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
 - 2.1.1. Impact Marketing
 - 2.1.2. Generalist Channels and Social Media
 - 2.1.3. *Community Management*
 - 2.1.4. E-detailing and CRM in the Digital Environment
 - 2.1.5. Programmatic Advertising
 - 2.1.6. Analytics and Business Indicators
- 2.2. Segmentation, Positioning, and Targeting
 - 2.2.1. Segmentation
 - 2.2.2. Positioning Map
 - 2.2.3. Targeting
 - 2.2.4. Conclusions

- 2.3. Market Research
 - 2.3.1. The Marketing System
 - 2.3.2. Information Gathering
 - 2.3.3. The Research Process
 - 2.3.4. Conclusions
- 2.4. Brand Management and Neuromarketing
 - 2.4.1. Branding
 - 2.4.2. Types of Branding
 - 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. Conversion Funnel
 - 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: Co-Creation of Content
 - 2.7.2. Content Marketing and Influencers
 - 2.7.3. Digital Marketing as Support for Therapeutic Area Leadership
 - 2.7.4. Patient Partnerships
- 2.8. Design of Digital Programs
 - 2.8.1. Definition of Objectives
 - 2.8.2. Programs Supporting Brand Strategies: *Disease Awareness, Switching, and Engagement*
 - 2.8.3. Digital Marketing and 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 Supporting Diagnosis
 - 2.9.3. Artificial Intelligence Tools Supporting Patient Management
 - 2.9.4. Latest Developments
- 2.10. Other Technologies
 - 2.10.1. Electronic Records and Data Collection
 - 2.10.2. Web 3.0 and New Trends in Token Economy: Impact on 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. CV Evaluation
 - 3.1.3. Selection Interviews
 - 3.1.4. Aptitude Tests and Psychometric Assessments
- 3.2. Compensation and Benefits
 - 3.2.1. Compensation System Design
 - 3.2.2. Variable Remuneration Preparation
 - 3.2.3. Benefits 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 Workplace
 - 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. Development of Specific Skills
 - 3.5.3. Internal Promotion and Growth Opportunities
 - 3.5.4. Job Adaptation
- 3.6. Team Management and Leadership
 - 3.6.1. Establishing Effective Teams
 - 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. Innovation in Human Resources
 - 3.7.4. Adaptation to New Technologies
- 3.8. Diversity and Inclusion in the Workplace
 - 3.8.1. Promoting Diversity
 - 3.8.2. Equality of Opportunity
 - 3.8.3. Creating 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. Encouraging 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. Human Resources Management Tools
 - 3.10.4. Cybersecurity and Employee Data Protection

Module 4. Digital Healthcare 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 Health Records
 - 4.1.4. Interoperability of Information Systems
- 4.2. Telemedicine and Digital Health
 - 4.2.1. Remote Medical Consultations
 - 4.2.2. Telemonitoring Platforms
 - 4.2.3. Patient Monitoring
 - 4.2.4. Mobile Health and Well-being Apps
- 4.3. Big Data and Data Analysis in Health
 - 4.3.1. Management and Analysis of Large Health Data Volumes
 - 4.3.2. Use of Predictive Analysis for Decision-Making
 - 4.3.3. Privacy
 - 4.3.4. Security of Health Data
- 4.4. Artificial Intelligence and Machine Learning in Health
 - 4.4.1. Applications of Artificial Intelligence in Medical Diagnosis
 - 4.4.2. Machine Learning Algorithms for Pattern Detection
 - 4.4.3. Chatbots
 - 4.4.4. Virtual Assistants in Healthcare
- 4.5. The Internet of Things (IoT) in Health
 - 4.5.1. Connected Medical Devices and Remote Monitoring
 - 4.5.2. Smart 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 Cyberattacks
 - 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. Automation of Tasks in Hospitals and Laboratories
 - 4.8.3. Prosthesis
 - 4.8.4. Robotic Assistance in Rehabilitation
- 4.9. Medical Images Analysis
 - 4.9.1. Medical Imaging Processing and Computational Analysis
 - 4.9.2. Computer-Assisted Image Diagnosis
 - 4.9.3. Real-Time Medical Imaging
 - 4.9.4. 3D Imaging
- 4.10. Blockchain in Healthcare
 - 4.10.1. Health Data Security and Traceability with Blockchain
 - 4.10.2. Medical Information Exchange 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. Functions of the Market Access Department
 - 5.1.4. Conclusions
- 5.2. Authorization and Registration of New Drugs
 - 5.2.1. Health Authorities
 - 5.2.2. European Medicines Agency (EMA)
 - 5.2.3. Ministry of Health
 - 5.2.4. Process for Authorization of Marketing of a New Drug: Centralized, Decentralized, and Mutual Recognition Procedures
- 5.3. Evaluation of New Drugs
 - 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 Evaluations of New Drugs
 - 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 Selecting RSA
- 5.7. Drug Procurement Process
 - 5.7.1. Public Procurement
 - 5.7.2. Centralized Procurement of Medicines and Medical Products
 - 5.7.3. Framework Agreements
 - 5.7.4. Conclusions
- 5.8. Market Access Department (1). Professional Profiles
 - 5.8.1. Evolution of Market Access Professional Profiles
 - 5.8.2. Professional Profiles in Market Access
 - 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 Pharmaceutical Industry Departments
 - 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. Strategy Design
 - 6.1.6. Timeline for Strategy Implementation
- 6.2. Management of Market Access for a Drug
 - 6.2.1. Regional Access Management
 - 6.2.2. Market Access for Hospital Drugs: Hospital Pharmacy Management and Strategy
 - 6.2.3. Market Access for Community 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-World Studies
 - 6.3.3. (RWD/RWE)
 - 6.3.4. Conclusions
- 6.4. Perceived Value 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. Incorporating Patient Preferences
- 6.5. Economic Analysis Types
 - 6.5.1. Types of Economic Analysis
 - 6.5.2. Parameters to Define
 - 6.5.3. Partial Economic Evaluations
 - 6.5.4. Disease Cost and Burden
 - 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. Evaluations
 - 6.7.1. Comprehensive Economic Evaluations
 - 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. Value Dossier for a Drug
 - 6.8.1. Contents of the Value Dossier
 - 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 for the Healthcare System
- 6.9. Documents Required for the 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. Multi-Criteria Analysis (MCA)
 - 6.10.3. Innovative Public Procurement
 - 6.10.4. Latest Trends

Module 7. Integral Coaching in Pharma Biotech

- 7.1. Foundations of Coaching in Pharma Biotech
 - 7.1.1. Coach's Capacities and Ethics
 - 7.1.2. The Essence of Coaching
 - 7.1.3. Learning To Learn
 - 7.1.4. Recommended Movie: Peaceful Warrior
- 7.2. The Coaching Process - Schools and Models
 - 7.2.1. Contributions from American Coaching
 - 7.2.2. Contributions from Humanistic-European Coaching
 - 7.2.3. Contributions from Ontological Coaching
 - 7.2.4. Conclusions
- 7.3. The Coachee - Client
 - 7.3.1. Present - Breakthrough - Objectives
 - 7.3.2. How to Understand the Situation of Each Person in a Professional Team to Overcome Problems and Achieve Objectives
 - 7.3.3. Assessing the Current Situation Using the Tool "THE WHEEL OF PROFESSIONAL LIFE"
 - 7.3.4. Conclusions
- 7.4. Ideal Situation
 - 7.4.1. Where Am I Going?
 - 7.4.2. Identify Goals, Vision, and Clarify Objectives. Both as an Individual Professional and as a Team Leader
 - 7.4.3. GROW Model
 - 7.4.4. Example: Where Do You Want to Place Each Team Member Using 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 Echeverría
 - 7.6.2. Competence in Listening, Silence, and Speaking
 - 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. The Technique. Emotion
 - 7.7.1. Management and Emotional Intelligence
 - 7.7.2. Legitimizing Emotion to Manage It from Linguistic Dimensions
 - 7.7.3. Emotional
 - 7.7.4. Conclusions
- 7.8. The Technique: Corporality
 - 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 Team Member Find Their Best Version
 - 7.9.1. To Determine Our Client's Profile and Design an Action Plan
 - 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 to Set Goals
 - 7.9.7. Coaching Questions to Design an Action Plan
 - 7.9.8. Coaching Questions to Help the Client Find Their Own Solutions
- 7.10. Action
 - 7.10.1. Phases of the Action Plan
 - 7.10.2. Accompaniment
 - 7.10.3. Follow-up
 - 7.10.4. Commitment
 - 7.10.5. How to Develop an Action Plan with Each Delegate in 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. Objectives and Functions of the Department
 - 8.1.3. Roles in the Medical Department
 - 8.1.4. How the Medical Department Interacts with Other Departments: Marketing, Access, Sales, etc
 - 8.1.5. Career Opportunities in the Medical Department in the Pharmaceutical Industry
- 8.2. Clinical Trials
 - 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 Trials
 - 8.2.4.2. Phase II Clinical Trials
 - 8.2.4.3. Phase III Clinical Studies
 - 8.2.4.4. Phase IV Clinical Trials
- 8.3. Methodology of Clinical Trials
 - 8.3.1. Designing the Clinical Trial
 - 8.3.2. Stages in the Development of a Clinical Trial
 - 8.3.3. Feasibility of Clinical Trials
 - 8.3.4. Identification and Selection of Centers and Investigators
 - 8.3.5. Material and Recruitment Strategies
 - 8.3.6. Contracts with Research Centers
 - 8.3.7. Protocol
 - 8.3.8. Patient Information Sheet and Informed Consent
- 8.4. Monitoring of Clinical Trials: 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. Closure Visit
 - 8.4.2. Remote Monitoring
 - 8.4.3. Monitoring Visit Reports
 - 8.4.4. Data Management Obtaining Results
- 8.5. Real-World 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 into the Medical Plan
 - 8.5.4. Collection and Communication of Results
 - 8.5.5. Current Challenges in the Use of RWE Knowledge and Evidence
 - 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. Objectives 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 Role of Medical Affairs Based on the Product Life Cycle
 - 8.6.2. Creating Cutting-Edge Data Generation Programs
 - 8.6.3. The Co-leadership Role in Medical Affairs
 - 8.6.4. Medical Affairs in Multifunctional 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. Engagement Tactics with HCP
 - 8.7.3.1. Advisory Board and Promotion Programs
 - 8.7.3.2. Scientific Publications
 - 8.7.3.3. Scientific Conference Planning
 - 8.7.4. Developing a Medical Communications Plan
 - 8.7.5. Designing a Product Medical Strategy
 - 8.7.6. Managing Medical Projects and Studies Based on Real-World Clinical Practice Data (RWE)
 - 8.7.7. Role of the Medical Science Liaison (MSL)
 - 8.7.7.1. MSL Functions: Medical Communication and Stakeholders
 - 8.7.7.2. Implementation of Medical Projects and Territory Management
 - 8.7.7.3. *Investigator Initiated Studies/Trials and Research Collaborations*
 - 8.7.7.4. Scientific Communication and Insight Collection
- 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. Definition of On-Label/Off-Label
 - 8.8.3. Differences Between the Commercial and Medical Affairs Departments
 - 8.8.4. Good Clinical Practice Code in Medical Promotion and Information
- 8.9. Medical Information
 - 8.9.1. Comprehensive Communication Plan
 - 8.9.2. Communication Channels and Omnichannel Plan
 - 8.9.3. Integration of the Communication Plan into the Medical Plan
 - 8.9.4. Biomedical Information Resources
 - 8.9.4.1. International Sources: Pubmed, Embase, WOS, etc
 - 8.9.4.2. Latin American Sources: CSIC, Ibecs, LILACS, indexes etc
 - 8.9.4.3. Sources for Locating Clinical Trials: WHO, ClinicalTrials, Cochrane CENTRAL, etc
 - 8.9.4.4. Sources for Medication Information: Bot Plus Web, FDA, etc
 - 8.9.4.5. Other Resources: Official Organizations, Websites, 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. Management of Adverse Events
 - 8.10.2. Adverse Event Reporting, Eudravigilance
 - 8.10.3. Periodic Safety 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. Team 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. Teams
 - 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. Alliance Building
 - 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 Create a Business Plan?
 - 10.1.4. When Should We Create a Business Plan?
- 10.2. Context of the Pharmaceutical Industry
 - 10.2.1. Structural Situation of the Pharmaceutical Industry
 - 10.2.2. Key people and departments in the development of an action plan
 - 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 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. Define Resources
 - 10.3.7. Establish Results
- 10.4. Commercial and Marketing Plan
 - 10.4.1. Commercial Resources for Establishing a Plan
 - 10.4.2. Choosing the Plan Based on 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 Customers
 - 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. KPIs: Objective Indicators of Results
 - 10.8.4. Conclusions
- 10.9. Final Analysis of the Business Plan
 - 10.9.1. Meeting Deadlines
 - 10.9.2. Result Analysis
 - 10.9.3. 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. Cross Cultural Management Concept
 - 11.2.2. Contributions to Knowledge of National Cultures
 - 11.2.3. Diversity Management
- 11.3. Sustainability
 - 11.3.1. Sustainability and Sustainable Development
 - 11.3.2. 2030 Agenda
 - 11.3.3. Sustainable Companies
- 11.4. Responsible Management Systems and Tools
 - 11.4.1. CSR: Corporate Social Responsibility (CSR)
 - 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. CSR Tools and Standards
- 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 Area 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 Performance 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. Development of High-Performance Teams
 - 12.5.1. High-Performance Teams: Self-Managed Teams
 - 12.5.2. Methodologies for the Management of High-Performance Self-Managed Teams
- 12.6. Change Management
 - 12.6.1. Change Management
 - 12.6.2. Type of Change Management Processes
 - 12.6.3. Stages or Phases in the Change Management Process
- 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 Budget Model
 - 13.4.2. The Capital Budget
 - 13.4.3. The Operating Budget
 - 13.4.5. Treasury Budget
 - 13.4.6. Budget Monitoring
- 13.5. Financial Management
 - 13.5.1. The Company's Financial Decisions
 - 13.5.2. Financial Department
 - 13.5.3. Cash Surpluses
 - 13.5.4. Risks Associated with Financial Management
 - 13.5.5. Financial Administration Risk 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 Table
 - 13.6.5. The Working Capital Table
- 13.7. Corporate Financial Strategy
 - 13.7.1. Corporate Strategy and Sources of Financing
 - 13.7.2. Financial Products for Corporate Financing
- 13.8. Strategic Financing
 - 13.8.1. Self-Financing
 - 13.8.2. Increase in 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. Business Strategy and Planning
 - 14.1.3. The Role of Sales Managers
- 14.2. Marketing
 - 14.2.1. The Concept of Marketing
 - 14.2.2. Basic Elements of Marketing
 - 14.2.3. Marketing Activities of the Company
- 14.3. Strategic Marketing Management
 - 14.3.1. The Concept of Marketing Strategic
 - 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. Digital Marketing and E-Commerce Objectives
 - 14.4.2. Digital Marketing and Media Used
 - 14.4.3. E-Commerce. General Context
 - 14.4.4. Categories of E-Commerce
 - 14.4.5. Advantages and Disadvantages of E-commerce Versus Traditional Commerce
- 14.5. Digital Marketing to Reinforce a Brand
 - 14.5.1. Online Strategies to Improve Your Brand's Reputation
 - 14.5.2. *Branded Content and Storytelling*
- 14.6. Digital Marketing to Attract and Retain Customers
 - 14.6.1. Loyalty and Engagement Strategies through the Internet
 - 14.6.2. *Visitor Relationship Management*
 - 14.6.3. Hypersegmentation
- 14.7. Managing Digital Campaigns
 - 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. Type of Communication in the Organization
 - 14.9.4. Functions of Communication in the Organization
 - 14.9.5. Elements of Communication
 - 14.9.6. Communication Problems
 - 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 Chief Executive Officer and Their Functions
 - 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 for Personal Brand Development
 - 15.8.2. Personal Branding Laws
 - 15.8.3. Tools for Creating Personal Brands





“

You will apply the theories learned to real situations in order to successfully address the current challenges within the pharmaceutical and biotechnology sector”

04

Teaching Objectives

The primary goal of this Hybrid Master's Degree MBA is to prepare professionals to successfully lead organizations in one of the most innovative, regulated, and competitive sectors in the world: the biopharmaceutical industry. To achieve this, this university program pursues a series of carefully structured goals that combine business knowledge with the scientific, technical, and regulatory specifics that characterize the Pharma Biotech field. As such, graduates will acquire a comprehensive strategic vision, equipping them with analytical thinking to make informed decisions in environments of high uncertainty and intense technological transformation.



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With resources available 24/7 and a dynamic, innovative approach, you will be able to tailor your training to your personal and professional needs without compromising academic quality”



General Objective

- By completing this academic journey, medical professionals will develop key skills that will enable them to take on leadership roles in one of the fastest-growing and most demanding sectors on the international stage. Through a comprehensive approach, this university qualification will provide them with a global understanding of the biopharmaceutical business, encompassing its dynamics, regulatory challenges, ethical frameworks, and innovation projections. In this way, graduates will integrate advanced business management knowledge with the particularities of the scientific and technological environment of Pharma Biotech companies



You will delve into the essentials of managing change in a dynamic and constantly evolving business environment, allowing you to easily adapt to technological advancements"





Specific Objectives

Module 1. Strategic Management in the Pharmaceutical and Biotechnology Industry

- ♦ Acquire knowledge about the historical evolution and levels of strategic management
- ♦ Evaluate business performance using tools such as SWOT analysis and Porter's 5 Forces
- ♦ Analyze the VUCA environment and types of value generation in the company with practical examples
- ♦ Identify and analyze key resources and competencies of the company using strategic methodologies

Module 2. Marketing in Pharma Biotech

- ♦ Understand the utility of market segmentation and its different levels of approach
- ♦ Differentiate between end consumer markets and segmentation based on characteristics to develop effective strategies
- ♦ Develop marketing, differentiation, and positioning strategies based on segmentation and competitor analysis
- ♦ Use tools and techniques for market research, including designing surveys and analyzing relevant data

Module 3. Human Resources Management

- ♦ Develop recruitment strategies, including recruitment and interviews
- ♦ Design compensation and benefits systems, incorporating emotional salary
- ♦ Manage performance through talent programs and retention strategies
- ♦ Apply effective leadership and team management to improve communication and resolve conflicts

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

- ♦ Develop effective recruitment strategies, including recruitment processes and interviews
- ♦ Design and implement compensation and benefits systems, integrating emotional salary
- ♦ Manage performance through talent programs and retention strategies
- ♦ Apply leadership techniques and team management to improve communication and resolve conflicts in the workplace

Module 5. Market Access (1). Organization and Processes

- ♦ Develop recruitment strategies, covering recruitment and interviews
- ♦ Design compensation and benefits systems, integrating emotional salary
- ♦ Manage performance through talent programs and retention strategies
- ♦ Apply leadership and team management to optimize communication and resolve conflicts

Module 6. Market Access (2). Tools and Strategy

- ♦ Plan market access for a new drug, considering payer segmentation
- ♦ Analyze the environment and competitors before developing the market access plan
- ♦ Develop access strategies, defining the chronology and key functions
- ♦ Understand the requirements for requesting funding and negotiating price and reimbursement

Module 7. Integral Coaching in Pharma Biotech

- ♦ Understand the coach's capabilities and ethics, comprehending their approach
- ♦ Assess the current situation, breakthroughs, and goals of the client using tools like "The Wheel of Professional Life"
- ♦ Explore Coaching models such as GROW, SMART, and the Merlin Method, applying visual examples such as the Mandala
- ♦ Analyze beliefs, judgments, facts, and opinions, understanding their impact on healthy teams

Module 8. The Medical Department

- ♦ Understand the role and structure of the medical department, exploring its activities and collaboration with other company areas
- ♦ Analyze different types of clinical trials and their phases, defining the objectives of each one
- ♦ Deepen into the planning, design, and ethical aspects of clinical trials, including sample selection and data analysis
- ♦ Understand the responsibilities of the clinical trial monitor and the importance of monitoring in the process

Module 9. Team Leadership in Pharma

- ♦ Understand the fundamental concepts of leadership and their application in the pharmaceutical industry, exploring existing theories, styles, and models
- ♦ Develop leadership skills to manage teams effectively, including motivation, communication, and conflict resolution
- ♦ Plan and set clear, measurable objectives, effectively evaluating team performance
- ♦ Apply decision-making and negotiation strategies to manage conflicts and work towards achieving common goals

Module 10. The Business Plan in the Territory

- ♦ Define unique and differentiated value propositions to offer real solutions to clients
- ♦ Establish clear objectives and effective strategies to achieve them, driving sales growth
- ♦ Research the market, understand its functioning, and provide tools to face competitive environment challenges
- ♦ Evaluate competition and meet customer needs to open new markets

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

- ♦ Analyze the impact of globalization on corporate governance and corporate social responsibility
- ♦ Evaluate the importance of effective leadership in the management and success of companies
- ♦ Define cross-cultural management strategies and their relevance in diverse business environments
- ♦ Develop leadership skills and understand the current challenges faced by leaders

Module 12. People and Talent Management

- ♦ Determine the relationship between strategic direction and human resources management
- ♦ Delve into the competencies necessary for the effective management of human resources by competencies
- ♦ Delve into the methodologies for performance evaluation and management
- ♦ Integrate innovations in talent management and their impact on employee retention and staff loyalty



Module 13. Economic and Financial Management

- ♦ Analyze the macroeconomic environment and its influence on the national and international financial system
- ♦ Define information systems and Business Intelligence for financial decision making
- ♦ Differentiate key financial decisions and risk management in financial management
- ♦ Evaluate strategies for financial planning and obtain business financing

Module 14. Commercial Management and Strategic Marketing

- ♦ Structure the conceptual framework and the importance of commercial management in companies
- ♦ Delve into the fundamental elements and activities of marketing and their impact on the organization
- ♦ Determine the stages of the strategic marketing planning process
- ♦ Evaluate strategies to improve corporate communication and the digital reputation of the company

Module 15. Executive Management

- ♦ Define the concept of general management and its relevance in business management
- ♦ Evaluate the roles and responsibilities of managers in organizational culture
- ♦ Analyze the importance of operations management and quality management in the value chain
- ♦ Develop interpersonal communication and public speaking skills for the formation of spokespersons

05 Internship

Once the theoretical stage is completed, this program includes a practical training period at renowned institutions in the Pharma Biotech field. Graduates will have the support of a personal tutor who will guide them throughout the entire learning process, both in preparation and in the development of their practical training. This will ensure that graduates have a successful educational experience.



“

You will carry out your internship at the best companies marketing biotechnological and pharmaceutical products”

The practical training period of this Hybrid Master's Degree MBA in Pharma Biotech Business Management is structured as a 3-week internship at prestigious institutions in the field, running Monday through Friday with 8-hour consecutive training sessions, always accompanied by an experienced specialist. As a result, graduates will gain experience in a real-world context, managing the operations of all areas involved in the pharmaceutical production process.

With a highly practical approach, this training program includes activities aimed at developing the technical skills required for Pharma Biotech Business Management, in conditions that demand a high degree of specialization. Furthermore, the training is tailored to prepare individuals for specific activities in a high-security environment.

Graduates will have an exclusive opportunity to learn while working at innovative companies of the future, where the use of technological tools such as Artificial Intelligence contributes to medical progress and the development of new medications to optimize people's quality of life.

The practical learning experience will be conducted with the guidance and support of professors and fellow trainees, fostering teamwork and multidisciplinary integration as cross-cutting competencies for medical practice (learning to be and learning to relate).

The procedures described below will be the basis of the specialization, and their realization will be subject to the center's own availability, its usual activity and workload, the proposed activities being the following:



Module	Practical Activity
Management Tasks	Perform external and internal analyses to understand the competitive environment, pharmaceutical market trends, and government regulation
	Establish the long-term vision of the company and the mission that will guide all its strategic decisions
	Identify specific and measurable strategic objectives that the institution aims to achieve, setting clear goals and timeframes for their accomplishment
	Identify target market segments and customer needs within the pharmaceutical industry
Market Analysis	Segment the pharmaceutical market into homogeneous groups of potential customers based on demographic, behavioral, and geographical characteristics
	Conduct research on competing companies
	Monitor and analyze pharmaceutical market trends
	Analyze existing distribution channels to reach customers efficiently
Marketing Applied to Pharma Biotech	Define marketing strategies that align with the company's business and strategic goals
	Create detailed marketing plans that include specific activities and tactics to achieve the proposed objectives
	Develop persuasive messages and promotional materials that communicate the benefits and features of the company's services
	Manage relationships with the media and other key stakeholders

Module	Practical Activity
Human Resources Management	Identify and attract qualified candidates for specific positions using appropriate recruitment channels
	Analyze the company's staffing needs based on its strategic objectives and growth plans
	Conduct interviews and candidate evaluations to assess both skills and experience
	Design training and development programs for employees
	Assign clear roles and responsibilities to team members, ensuring that each person understands their function.
	Promote a collaborative work environment
	Establish open and effective communication channels within the team
	Develop strategies to motivate employees to reach their full potential
Financial Evaluation of the Business Plan	Analyze the company's financial statements to assess its performance and market position
	Develop detailed financial proposals to project future revenues, expenses, and cash flows
	Evaluate the financial feasibility of investment projects, such as the development of new products
	Determine available financing options, such as bank loans or venture capital

Civil Liability Insurance

The university's main concern is to guarantee the safety of the interns, other collaborating professionals involved in the internship process at the center. Among the measures dedicated to achieve this is the response to any incident that may occur during the entire teaching-learning process.

To this end, the university commits to purchasing a civil liability insurance policy to cover any eventuality that may arise during the course of the internship at the center.

This liability policy for interns will have broad coverage and will be taken out prior to the start of the Internship Program period. That way professionals will not have to worry in case of having to face an unexpected situation and will be covered until the end of the internship program at the center.



General Conditions of the Internship Program

The general terms and conditions of the internship agreement for the program are as follows:

- 1. TUTOR:** During the Hybrid Master's Degree, students will be assigned two tutors who will accompany them throughout the process, answering any doubts and questions that may arise. On the one hand, there will be a professional tutor belonging to the internship center who will have the purpose of guiding and supporting the student at all times. On the other hand, they will also be assigned an academic tutor, whose mission will be to coordinate and help the students during the whole process, solving doubts and facilitating everything they may need. In this way, the student will be accompanied and will be able to discuss any doubts that may arise, both clinical and academic.
- 2. DURATION:** The internship program will have a duration of three continuous weeks, in 8-hour days, five days a week. The days of attendance and the schedule will be the responsibility of the center and the professional will be informed well in advance so that they can make the appropriate arrangements.
- 3. ABSENCE:** If the student does not show up on the start date of the Hybrid Master's Degree, they will lose the right to it, without the possibility of reimbursement or change of dates. Absence for more than two days from the internship, without justification or a medical reason, will result in the professional's withdrawal from the internship, therefore, automatic termination of the internship. Any problems that may arise during the course of the internship must be urgently reported to the academic tutor.

4. CERTIFICATION: Professionals who complete the Hybrid Master's Degree will receive a diploma accrediting their attendance at the institution.

5. EMPLOYMENT RELATIONSHIP: the Hybrid Master's Degree shall not constitute an employment relationship of any kind.

6. PRIOR EDUCATION: Some centers may require a certificate of prior education for the Hybrid Master's Degree. In these cases, it will be necessary to submit it to the TECH internship department so that the assignment of the chosen center can be confirmed.

7. DOES NOT INCLUDE: The Hybrid Master's Degree will not include any element not described in the present conditions. Therefore, it does not include accommodation, transportation to the city where the internship takes place, visas or any other items not listed

However, students may consult with their academic tutor for any questions or recommendations in this regard. The academic tutor will provide the student with all the necessary information to facilitate the procedures in any case.

06 Internship Centers

This Hybrid Master's Degree MBA in Pharma Biotech Business Management includes a practical internship at a prestigious biotechnology or pharmaceutical company, where the graduate will apply the knowledge gained in real-world, high-demand environments. To facilitate access to this professional experience, TECH Global University provides a network of partner centers distributed across various locations in the country. In this way, the university reaffirms its commitment to academic excellence and access to specialized education adapted to the modern professional environment.



“You will carry out an intensive practical internship at a highly prestigious center”
What are you waiting for to enroll?”



The student will be able to complete the practical part of this Hybrid Master's Degree at the following centers:



Medicine

Sercómex

Country	City
Spain	Madrid

Address: Calle Pollensa, 2, 28290
Las Rozas de Madrid, Madrid

Sercómex leads trends in Omnichannel by integrating commercial dynamics in the healthcare sector

Related internship programs:

- MBA in Pharma Biotech Business Management





“

Boost your career path with holistic teaching, allowing you to advance both theoretically and practically”

07

Career Opportunities

This university qualification presents a key specialization pathway to access leadership positions in pharmaceutical, biotechnology, and healthcare technology companies. Thanks to its comprehensive approach, combining business management knowledge with technical competencies in the sector, this postgraduate program will prepare professionals to assume roles of responsibility in areas such as general management, business development, R&D project management, market access, and leadership of multidisciplinary teams. Moreover, career opportunities extend to multinational companies, innovative startups, research centers, and specialized consultancy firms.





“

This postgraduate degree represents not only a pathway for personal and professional growth but also a real opportunity to position oneself as a leader in strategic decision-making”

Graduate Profile

The graduate will stand out as a highly qualified professional, capable of effectively leading the challenges of a sector that integrates scientific innovation with business strategy. Thanks to rigorous and specialized training, they will be equipped to drive biotechnology projects, manage multidisciplinary teams, and make key decisions in highly regulated and competitive environments. Additionally, they will distinguish themselves through a holistic business vision, combining solid knowledge in management, marketing, finance, and operations with a deep understanding of the pharmaceutical and biotechnology landscape.

You will become the ideal candidate for leadership positions, specialized consultancy, business development, or innovation leadership, positioning yourself as a key figure in advancing biotechnology.

- ♦ **Strategic Leadership in Complex Environments:** Ability to lead multidisciplinary teams, manage resources, and make efficient decisions in high-uncertainty scenarios typical of the biotechnology and pharmaceutical sector
- ♦ **Critical and Analytical Thinking Applied to Business:** Mastery of tools to objectively assess business situations, interpret Pharma Biotech data, and generate innovative solutions focused on results
- ♦ **Effective Communication and Negotiation:** Ability to convey ideas clearly, lead impactful presentations, and manage negotiations in corporate and scientific environments while maintaining strong relationships with partners, suppliers, and stakeholders
- ♦ **Adaptability and Constant Innovation:** Competence to anticipate regulatory, technological, and market changes, incorporating innovation as the central axis of business strategy and continuous improvement



After completing the university program, you will be able to apply your knowledge and skills in the following positions:

1. **Biotech Business Development Director:** Responsible for identifying strategic growth opportunities in pharmaceutical and biotechnology companies.
2. **Pharmaceutical Product Manager:** In charge of designing and executing strategies for positioning and marketing innovative pharmaceutical products.
3. **Operations Manager in Biotech Companies:** Manager of operational processes that ensure efficiency, traceability, and regulatory compliance across the value chain.
4. **Strategic Consultant in Pharma Biotech:** Advisor to companies in the sector undergoing transformation, internationalization, or innovation processes.
5. **Pharmaceutical Marketing Director:** Leader of the planning and execution of campaigns to position pharmaceutical and biotech products in specialized markets.
6. **Health Innovation Project Manager:** Responsible for the implementation of innovative initiatives in products or services within the healthcare and pharmaceutical sector.
7. **Director of Institutional and Regulatory Relations:** Mediator between the company and regulatory bodies to ensure compliance with regulations.
8. **Entrepreneur in Biotechnology Applied to Health:** Manager of startups focused on innovative solutions within the Pharma Biotech sector.



You will incorporate multiple skills into your daily practice that will enable you to make the most timely strategic decisions"

08

Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.



“

TECH will prepare you to face new challenges in uncertain environments and achieve success in your career”

The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.

The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

“

*At TECH you will NOT have live classes
(which you might not be able to attend)”*



The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

“*TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want*”

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.



Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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.



A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.



The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule”

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

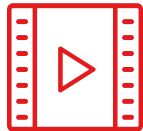
The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.



As such, the best educational materials, thoroughly prepared, will be available in this program:



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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.



Interactive Summaries

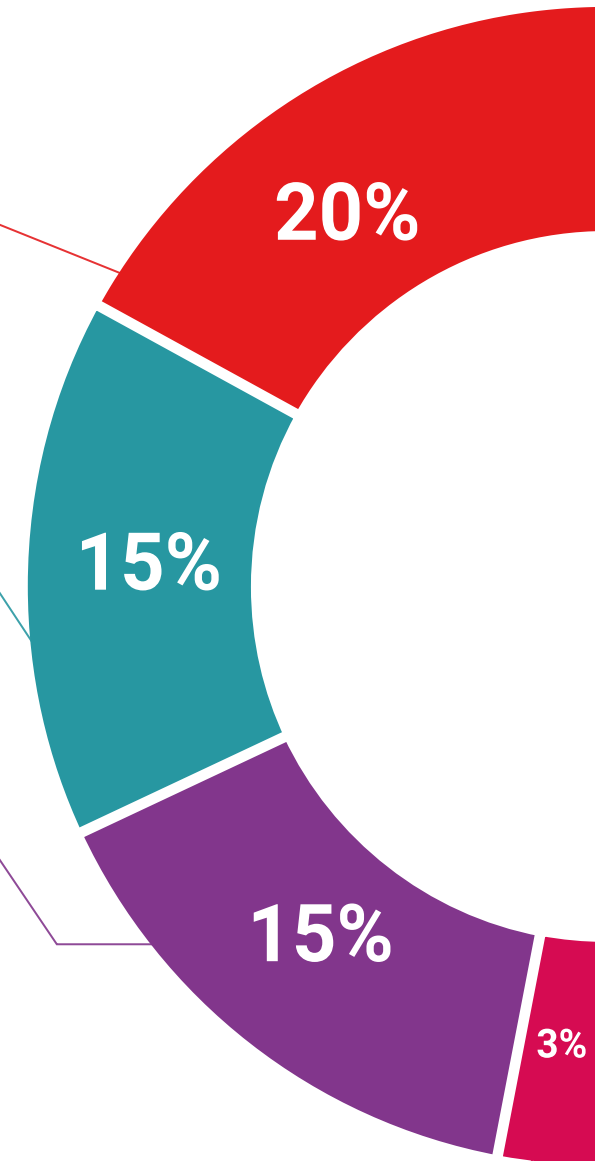
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

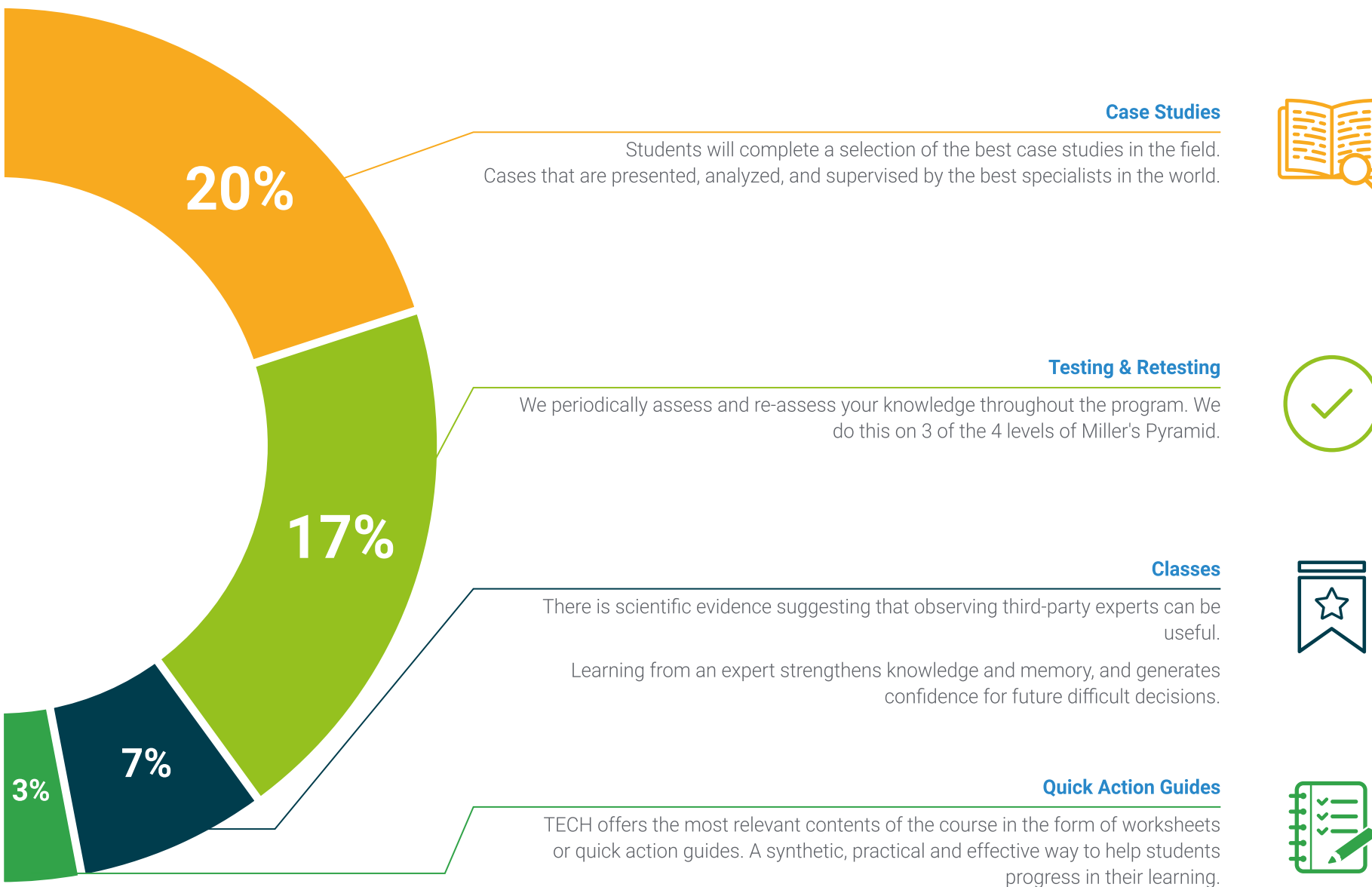
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.





09

Teaching Staff

In line with its philosophy of providing top-tier academic experiences, TECH conducts a thorough selection process to form its various faculty teams. For this Hybrid Master's Degree, TECH brings together true industry leaders from the pharmaceutical and biotechnology sectors. These experts boast extensive professional backgrounds, having developed highly innovative solutions. Moreover, in their commitment to offering the best services, they stay up to date with all the advancements in their area of expertise. As a result, graduates will benefit from a unique experience that will elevate their careers to a higher level.



“

The professors, renowned professionals, will guide you throughout this academic journey, providing you with practical tools to address real cases. Take the next step in your career with TECH Global University!”

International Guest Director

With over 20 years of experience in designing and leading global talent acquisition teams, **Jennifer Dove is an expert in recruitment and technology strategy.** Throughout her career, she has held senior positions in several technology organizations within **Fortune 50** companies such as **NBCUniversal** and **Comcast**. Her background 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 Human Resources 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 occupational wellness programs that have significantly increased employee satisfaction and retention.



Ms. Dove, Jennifer

- Vice President of Talent Acquisition at Mastercard, New York, United States
- Director of Talent Acquisition at NBCUniversal, New York, United States
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory
- Executive Vice President of the Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
- Degree 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 cloud 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 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 at Amazon, Seattle, United States
- Senior Program Manager at Amazon
- Vice President of 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
- Degree in Environmental Studies from The Evergreen State College

“

Take the opportunity to learn about the latest advances in this field in order 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**. Therefore, 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

- Digital Transformation Director (CDO) at Shell Energy Corporation, London, UK
- Global Director of E-Commerce and Customer Service at Shell Energy Corporation
- National Key Account Manager (OEM and automotive retailers) for Shell in Kuala Lumpur, Malaysia
- Senior Management Consultant (Financial Services Sector) for Accenture based in Singapore
- Bachelor's Degree from the University of Leeds
- Postgraduate Degree in Business Applications of AI for Senior Executives from the 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

Manuel Arens is an experienced data management professional and leader of a highly qualified team. In fact, Arens holds the position of **global purchasing manager** in Google's Technical Infrastructure and Data Center division, where he has spent most of his professional career. Based in Mountain View, California, he has provided solutions for the tech giant's operational challenges, such as **master data integrity**, **vendor data updates** and **vendor prioritization**. He has led data center supply chain planning and vendor risk assessment, generating process and workflow management improvements that have resulted in significant cost savings.

With more than a decade of work providing digital solutions and leadership for companies in diverse industries, he has extensive experience in all aspects of strategic solution delivery, including **Marketing**, **media analytics**, **measurement** and **attribution**. In fact, he has received a number of accolades for his work, including the **BIM Leadership Award**, the **Search Leadership Award**, the **Lead Generation Export Program Award** and the **Export Lead Generation Program Award** and the **EMEA Best Sales Model Award**.

Arens also served as **Sales Manager** in Dublin, Ireland. In this role, he built a team of 4 to 14 members over three years and led the sales team to achieve results and collaborate well with each other and cross-functional teams. He also served as **Senior Industry Analyst**, in Hamburg, Germany, creating storylines for over 150 clients using internal and third party tools to support analysis. He developed and wrote in-depth reports to demonstrate his mastery of the subject matter, including understanding the macroeconomic and political/regulatory factors affecting technology adoption and diffusion.

He has also led teams at companies such as Eaton, Airbus and Siemens, where he gained valuable account management and supply chain experience. He is particularly noted for continually exceeding expectations by **building valuable customer relationships** and **working seamlessly with people at all levels of an organization**, including stakeholders, management, team members and customers. His data-driven approach and ability to develop innovative and scalable solutions to industry challenges have made him a prominent leader in his field.



Mr. Arens, Manuel

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

“

Choose TECH! You will have access to the best didactic 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 **Product, Merchandising and Communication**. All of this linked to 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 accessories**. His tactics have also focused on the **retail environment** and **consumer needs and behavior**. In this position, 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**.

Furthermore, 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 & Merchandising Director of Armani Exchange 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
- Degree in Business and Economics from the University of Eastern Piedmont

“

The most qualified and experienced professionals at international level are waiting for you at TECH to offer you a first class teaching, 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 Café platform**, the largest of its kind in the world that is anchored in the **cloud** aimed at **Big Data** analysis. 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 Luminate'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 skill. Because of this, 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
- Director of Business Intelligence at Capgemini
- Chief Analyst at Nordea
- Senior Business Intelligence Consultant at 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

- Director of Marketing Services at Warner Bros. Entertainment
- Traffic Manager at Warner Bros. Entertainment
- Master's Degree in Creative Writing from the University of California
- Bachelor's Degree in Telecommunications from the University of Florida

“

Achieve your academic and career goals with the best qualified experts in the world! The faculty of this MBA will guide you through the entire learning process”

International Guest Director

Awarded with the "International Content Marketing Awards" for her creativity, leadership and quality of her informative contents, Wendy Thole-Muir is a recognized **Communication Director** highly specialized in the field of **Reputation Management**.

In this sense, she has developed a solid professional career of more than two decades in this field, which has led her to be part of prestigious international reference entities such as **Coca-Cola**. Her role involves the supervision and management of corporate communication, as well as the control of the organizational image. Among her main contributions, she has led the implementation of the Yammer **internal interaction platform**. Thanks to this, employees increased their commitment to the brand and created a community that significantly improved the transmission of information.

On the other hand, she has been in charge of managing the communication of the companies' **strategic investments** in different African countries. An example of this is that she has managed dialogues around significant investments in Kenya, demonstrating the commitment of the entities to the economic and social development of the country. At the same time, she has achieved numerous **recognitions** for her ability to manage the perception of the firms in all the markets in which it operates. In this way, she has ensured that companies maintain a high profile and consumers associate them with high quality.

In addition, in her firm commitment to excellence, she has actively participated in renowned global **Congresses and Symposiums** with the objective of helping information professionals to stay at the forefront of the most sophisticated techniques to **develop successful strategic communication plans**. In this way, she has helped numerous experts to anticipate institutional crisis situations and to manage adverse events in an effective manner.



Ms. Thole-Muir, Wendy

- Director of Strategic Communications and Corporate Reputation at Coca-Cola, South Africa
- Head of Corporate Reputation and Communications at ABI at SABMiller de Lovania, Belgium
- Communications Consultant at ABI, Belgium
- Reputation and Communications Consultant at Third Door in Gauteng, South Africa
- Master's Degree in Social Behavioral Studies, University of South Africa
- Master's Degree in Sociology and Psychology, University of South Africa
- Bachelor of Arts in Political Science and Industrial Sociology from the University of KwaZulu-Natal, South Africa
- Bachelor of Arts in Psychology from the University of South Africa

“

Thanks to this 100% online university program, 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 "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 Studies from the University of Cantabria

Teachers

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. 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. 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

Dr. 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. Sánchez Díaz-Plaza, Patricia

- ♦ Talent Acquisition Partner at Accenture
- ♦ Talent Acquisition Specialist at AstraZeneca
- ♦ Talent Specialist at Eli Lilly
- ♦ Talent Analyst at IMF Business School
- ♦ Master's Degree in Human Resources Organization and Management from ESIC
- ♦ Bachelor's Degree in Pedagogies from the Complutense University Madrid

Dr. Palau Rodríguez, Magalí

- ♦ Doctor of Pharmacy, expert in Food Research and Development
- ♦ 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

Mr. Lahoz Bonet, Carlos

- ♦ Human Resources Business Partner at GE HealthCare
- ♦ Human Resources and Rewards Leader at AstraZeneca
- ♦ Total Rewards and Well-being Compensation and Benefits Manager at American Express
- ♦ Human Resources Business Partner at American Express
- ♦ Global Talent Acquirer and Recruitment Coordinator at American Express
- ♦ Human Resources Business Partner at Votorantim Cimentos Spain
- ♦ Master in Business (MBA) from The Power MBA
- ♦ Executive Master's in Human Resources and Management from the Garrigues Study Center
- ♦ Degree in Psychology from the University Pontificia of Comillas

Ms. Jiménez, Elena

- ♦ Human Resources Commercial Partner at Ipsen
- ♦ Leader of International Human Resources Communication at Ipsen
- ♦ Human Resources Generalist at Ipsen
- ♦ Personnel Administrator at Asesoría Lemasa
- ♦ Personnel Selection and Administration Technician at Personal 7
- ♦ Master's Degree in Human Resources Management and Leadership from the Centro de Estudios Financieros (CEF)
- ♦ Graduate in Labor Relations from the University of Barcelona

Mr. Vegas Rodríguez, Juan Pedro

- ♦ Corporate Wellbeing Manager at Fundación LIDERA
- ♦ Human Resources Commercial Partner at Daiichi Sankyo Spain
- ♦ Vaccines Sales Delegate at Sanofi Pasteur
- ♦ Human Resources Commercial Partner at Sanofi Pasteur
- ♦ Human Resources Technician at Unidad Editorial
- ♦ Freelance Selection Consultant at SHL Psicólogos Empresariales
- ♦ Human Resources Development and Organization Manager at Onda Cero Radio
- ♦ Human Resources Technician at Telefónica Group
- ♦ Personnel Selection Technician at Tempiber
- ♦ Master's Degree in Sports Psychology from UNED
- ♦ Team Coach, Leadership, and Team Coaching from the International University of La Rioja
- ♦ Executive Chief Happiness Officer Program from the International University of La Rioja
- ♦ Bachelor's Degree in Psychology from the Complutense University Madrid

Mr. Borrás Vergel, Carlos

- ♦ Director of Oncology Franchises at MSD Spain
- ♦ Sales Director at MSD Spain
- ♦ Marketing Director at MSD Spain
- ♦ Market Access Manager at MSD Spain
- ♦ Brand and Customer Service Manager for Anti-Infectives at MSD Spain
- ♦ Marketing Manager at AbbVie Spain
- ♦ Sales Representative at AbbVie Spain
- ♦ International Marketing Manager at Martin Mulligan LTD
- ♦ Executive Business Administration Program (PDD) from IESE Business School
- ♦ Graduate in International Business Management from the University of Turku, Finland
- ♦ Graduate in Business Administration, specializing in Advanced Finance and Marketing, from the Carlos III University of Madrid

Mr. Álvarez, Carlos

- ♦ Executive Director of Life Sciences at Morgan Philips Group
- ♦ Health and Life Sciences Manager at Morgan Philips Group
- ♦ Health and Life Sciences Manager at Hudson Global
- ♦ Human Resources Consultant in the Health Sector at Best Search
- ♦ Human Resources Consultant, Health Sector, at Best Search
- ♦ Human Resources Intern at Merck Sharp & Dohme
- ♦ Budget Analyst at Hercesa S.A
- ♦ Master's Degree in Change Management from the University of Alcalá
- ♦ Bachelor's Degree in Business Administration from the University of Alcalá
- ♦ Diploma in Business Studies from the University of Alcalá



Ms. Usó Moragues, Verónica

- ♦ Inflammation Marketing Assistant at Amgen
- ♦ Audits and Quality Systems Assistant at Grifols S.A
- ♦ MBA and Leadership in the Pharmaceutical and Biotechnology Industry from Talento Epos
- ♦ Master's Degree in Bioinformatics and Biostatistics from the European Center for Master's and Postgraduate Studies
- ♦ Graduate in Chemistry from the University of Barcelona

Mr. Durán Prado, Amador

- ♦ Delegate at Biocon Biologics (KAM)
- ♦ Specialist Delegate in the Immunology Division at Galápagos
- ♦ Specialist Delegate in the Inflammatory Immunology Division at Abbvie promoting HUMIRA across all IMID indications
- ♦ Specialist Delegate in the Oncology Division at Cephalon Pharma
- ♦ Delegate in the Hospital Division at Abbott Laboratories
- ♦ Expert in Inflammatory Immunology and New Molecules
- ♦ Expert in Pharmacobiology of New Molecules in IMID Diseases
- ♦ Master's Degree in Market Access, Relations with Healthcare Institutions, and Management of Large Accounts and Pharmaceutical Talent from the University of Barcelona
- ♦ Diploma in Business Management and Tourism Activities from Berkley Business College

10 Certificate

The Hybrid Master's Degree MBA in Pharma Biotech Business Management guarantees students, in addition to the most rigorous and up-to-date education, access to a diploma for the Hybrid Master's Degree issued by TECH Global University.



“

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

This private qualification will allow you to obtain a diploma for the **Hybrid Master's Degree MBA in Pharma Biotech Business Management** endorsed by TECH Global University, the world's largest online university.

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

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

TECH is a member of the **Business Graduates Association (BGA)**, the international network that brings together the most prestigious business schools in the world. This distinction reaffirms its commitment to excellence in responsible management and executive training.

Accreditation/Membership

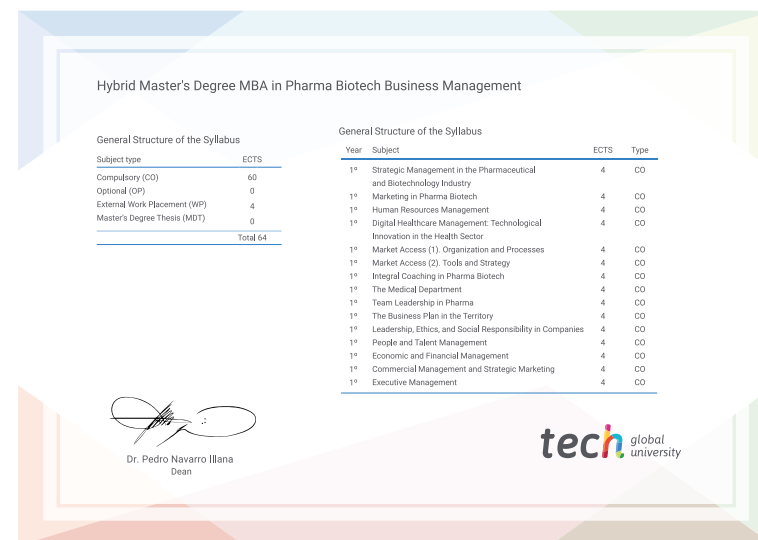
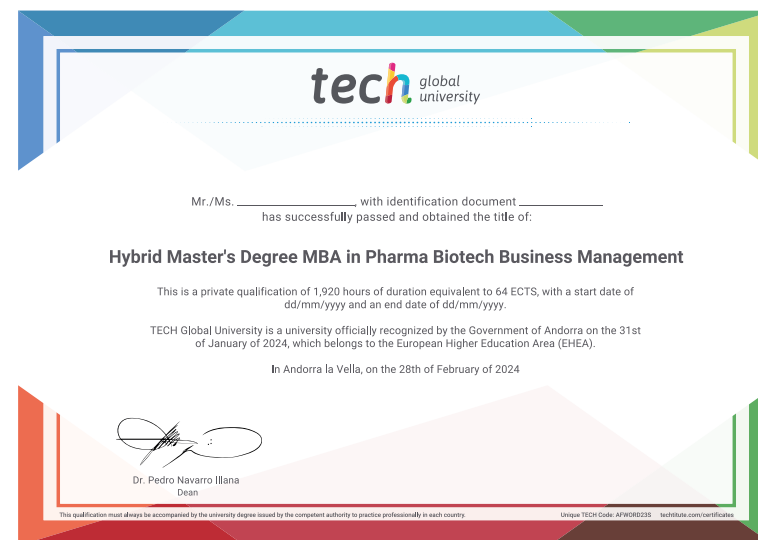


Title: **Hybrid Master's Degree MBA in Pharma Biotech Business Management**

Modality: **online**

Duration: **2 years**

Accreditation: **120 ECTS**





Hybrid Master's Degree

MBA in Pharma Biotech
Business Management

Modality: Hybrid (Online + Internship)

Duration: 12 months

Certificate: TECH Global University

Credits: 60 + 4 ECTS

Hybrid Master's Degree

MBA in Pharma Biotech

Business Management

Accreditation/Membership



tech global
university