

Postgraduate Certificate Strategic Management in the Pharma Biotech Industry





Postgraduate Certificate Strategic Management in the Pharma Biotech Industry

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/medicine/postgraduate-certificate/strategic-management-pharma-biotech-industry

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01

Introduction

Strategic management in the pharmaceutical and biotechnology industry involves a thorough analysis of internal and external factors that affect the company, such as competition, market trends, government regulations and opportunities for technological innovation. Based on this information, clear goals are established and plans are developed to achieve them. It is for this reason that it becomes crucial for the physician to keep up to date with the latest corporate governance recommendations in order to achieve professional success in this sector. As a result, TECH has created a 100% online program that provides the student with the latest methods of analysis of the business environment or cutting-edge competitive strategies. All this, without having to make daily trips to a study center.



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Thanks to TECH, you will discover the most effective strategies in business management and how to adapt them to your company"

Strategic management is of vital importance to the medical field because of its ability to guide the development and growth of pharmaceutical and biotechnology companies. This discipline focuses on the planning and execution of strategies that enable these companies to achieve their commercial and scientific objectives in a highly competitive and regulated environment. It also involves the identification and analysis of market opportunities and the formulation of alliances with other research institutions to grow as an entity. Therefore, having broad and updated knowledge in this area is crucial for the specialist who wishes to lead organizations in the biopharmaceutical sector towards success.

That is why TECH has designed this Postgraduate Certificate, through which the student will delve into the most cutting-edge aspects of Strategic Management in the Pharma Biotech Industry. Through 150 hours of academic experience, students will learn about the market entry techniques of pharmaceutical companies or the different methods of value creation of companies. It will also identify the advanced internationalization strategies that organizations can carry out.

This program will be taught in a 100% online format, which will allow students to access the educational content at any time and location, only requiring a device with an Internet connection. In addition, they will enjoy a wide variety of resources available in media such as readings, video or practical exercises. In this way, they will enjoy a pleasant, individualized and decisive teaching.

This **Postgraduate Certificate in Strategic Management in Pharma Biotech Industry** contains the most complete and up-to-date scientific program on the market. The most important features of the include:

- ♦ The development of practical cases presented by experts in Pharma Biotech
- ♦ The graphic, schematic, and practical content with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where self-assessment can be used to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ 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



You will delve into market research and identify business opportunities in the biopharmaceutical industry"

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Over 6 weeks, you will delve into the importance of strategic partners and how to establish alliances that will propel your company to success”

The program’s teaching staff includes professionals from the sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

Its multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive education programmed to learn in real situations.

The design of this program focuses on Problem-Based Learning, by means of which the professional must try to solve the different professional practice situations that are presented throughout the academic course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

Get updated in Strategic Management in the Pharma Biotech Industry through cutting-edge multimedia didactic formats.

If you have a digital device with Internet connection, you will be able to access this 100% online program whenever and wherever you want.



02 Objectives

The main purpose of this qualification is to provide the physician the most cutting-edge knowledge in the field of Strategic Management in the Pharma Biotech Industry, so that they will be able to make the decisions that will lead the biopharmaceutical company to success. In addition, you will complete your study in only 6 weeks and through the most advanced educational methodology in the academic panorama.





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You will explore the different levels of strategic management in the pharmaceutical industry and the importance of innovation for business growth”



General Objectives

- ♦ Acquire knowledge about the history of strategic management
- ♦ Categorize the different definitions over time
- ♦ Evaluate financial efficiency
- ♦ Optimize working capital management
- ♦ Understand the different types of healthcare systems, such as public, private/private insurance, and managed health care
- ♦ Assess unmet patient needs and chronicity management
- ♦ Understanding what Market Access is and how the need for this function arises in the pharmaceutical industry
- ♦ Know the structure, organization and functions of the National Health System
- ♦ Delve into the steps to be followed to plan the market access of a new drug
- ♦ Review the points to be analyzed in a phase prior to the development of the access plan to know the environment and competitors
- ♦ Knowing the capabilities and ethics of the Coach
- ♦ Understand the essence of Coaching and its approach to learning
- ♦ Acquire basic knowledge about the fundamental concepts of leadership and its application in the pharmaceutical industry
- ♦ Understand and categorize leadership theories, exploring the leadership process and the different existing styles and models
- ♦ Obtain an effective tool to achieve results
- ♦ Define unique and differentiated value propositions





Specific Objectives

- ◆ Acquire knowledge about the history of strategic management
- ◆ Categorize the different definitions over time
- ◆ Delve into the levels of strategic management
- ◆ Understand the 6 types of value generation in the company, using examples from the industry
- ◆ Evaluate performance in the company
- ◆ Analyze the VUCA Environment
- ◆ Apply PESTEL analysis and Porter's 5 Forces analysis
- ◆ SWOT Analysis
- ◆ Perform an analysis of the Value Chain
- ◆ Analyze the company's resources and competencies

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In just 6 weeks, you will position yourself as an excellent Pharma Biotech company manager”

03

Course Management

TECH has selected an exceptional teaching staff for this program. This will ensure that students will have access to classes taught by recognized experts with extensive experience in the fields of Medicine, Pharmacy and business development. In this way, physicians will be assured of obtaining a prestigious degree that will provide them with the most cutting-edge concepts in Strategic Management in the Pharma Biotech Industry.



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*Be at the forefront of Strategic Management
in the Pharma Biotech Industry with the best
experts in the field”*

Management



D. 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
- Postgraduate Diploma in: International Trade and Transport by the University of Cantabria



04

Structure and Content

The syllabus of this Postgraduate Certificate has been designed to provide the physician with the most up-to-date strategies for entering the biopharmaceutical market or creating value in companies in the sector. In addition, you will enjoy the innovative Relearning methodology, which will allow you to delve into the key aspects of the syllabus at your own pace in order to optimize the acquisition of knowledge.





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*Bring yourself up to date at your own
pace of study thanks to the revolutionary
Relearning system that only TECH offers"*

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 Enterprise
 - 1.2.1. Management Levels
 - 1.2.2. Innovation
 - 1.2.3. Portfolio
 - 1.2.4. Acquisition
- 1.3. Creating Corporate Value
 - 1.3.1. 6 Types of generating of Value in the Company
 - 1.3.2. Performance in the Company
 - 1.3.3. Ejemplos del sector
 - 1.3.4. Conclusions
- 1.4. The Pharmaceutical and Biotechnology Business Environment
 - 1.4.1. VUCA Environment
 - 1.4.2. SWOT Analysis
 - 1.4.3. M. Porter's 5 Forces Analysis
 - 1.4.4. SWOT Analysis
- 1.5. Internal Analysis
 - 1.5.1. Analysis of the Value Chain
 - 1.5.2. Analysis of Skills and Resources
 - 1.5.3. VRIO Analysis:
 - 1.5.4. Conclusions
- 1.6. Strategic Business Unit Strategies
 - 1.6.1. Strategic Business Unit Strategies
 - 1.6.2. The Competitive Advantage
 - 1.6.3. Types of Strategies According to their Competitive Advantage
 - 1.6.4. Conclusions



- 1.7. Corporate Strategy and Diversification
 - 1.7.1. Corporate Strategy
 - 1.7.2. Business Portfolio Strategy
 - 1.7.3. Growth Strategies
 - 1.7.4. Most used strategies
- 1.8. Internationalization Strategies
 - 1.8.1. International Strategy of a Company
 - 1.8.2. The Globalization of the Economy
 - 1.8.3. Risks from Internationalization.
 - 1.8.4. Benefits of internalization
- 1.9. Strategic Alliances, Takeovers and Mergers
 - 1.9.1. External vs. Internal Growth Strategy
 - 1.9.2. Partnerships 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 Economy



Obtain the most avant-garde knowledge in Strategic Management in the Pharma Biotech Industry through this Postgraduate Certificate"

05

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.



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Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

At TECH we use the Case Method

What should a professional do in a given situation? Throughout the program, students will face multiple simulated clinical cases, based on real patients, in which they will have to do research, establish hypotheses, and ultimately resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method. Specialists learn better, faster, and more sustainably over time.

With TECH you will experience a way of learning that is shaking the foundations of traditional universities around the world.



According to Dr. Gérvas, the clinical case is the annotated presentation of a patient, or group of patients, which becomes a "case", an example or model that illustrates some peculiar clinical component, either because of its teaching power or because of its uniqueness or rarity. It is essential that the case is based on current professional life, trying to recreate the real conditions in the physician's professional practice.

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Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method”

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 evaluate 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.



Relearning Methodology

At TECH we enhance the case method with the best 100% online teaching methodology available: Relearning.

This university is the first in the world to combine the study of clinical cases with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, a real revolution with respect to the mere study and analysis of cases.

Professionals will learn through real cases and by resolving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning.



At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

With this methodology, more than 250,000 physicians have been trained with unprecedented success in all clinical specialties regardless of surgical load. Our pedagogical methodology is developed in a highly competitive environment, with a university student body with a strong socioeconomic profile and an average age of 43.5 years old.

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.

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

The overall score obtained by TECH's learning system is 8.01, according to the highest international standards.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Surgical Techniques and Procedures on Video

TECH introduces students to the latest techniques, the latest educational advances and to the forefront of current medical techniques. All of this in direct contact with students and explained in detail so as to aid their assimilation and understanding. And best of all, you can watch the videos as many times as you like.



Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

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



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Expert-Led Case Studies and Case Analysis

Effective learning ought to be contextual. Therefore, TECH presents real cases in which the expert will guide students, focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.



Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



Classes

There is scientific evidence on the usefulness of learning by observing experts. The system known as Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help students progress in their learning.



06

Certificate

The Postgraduate Certificate in Strategic Management in Pharma Biotech Industry guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



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

This **Postgraduate Certificate in Strategic Management in Pharma Biotech Industry** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Strategic Management in Pharma Biotech Industry**

Official N° of Hours: **150 h.**



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



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