Postgraduate Certificate

Team Leadership in Pharma Biotech

tech technological university

Postgraduate Certificate
Team Leadership
in Pharma Biotech

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

Website: **www.techtitute.com/us/medicine/postgraduate-certificate/team-leadership-pharma-biotech**

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01
Introduction

The responsibility of leading a medical team involves guiding highly specialized experts in the research and advancement of drugs and treatments. It also requires technical skills, strong interpersonal skills and the ability to face unique challenges in the industry. For this reason, it has become crucial for the physician to be up to speed on the tasks related to this authoritative role. In this way, they will be able to mark the disparity in scientific progress and the positive impact on people's health. In this sense, TECH has developed a 100% online program, which offers students the opportunity to balance their daily responsibilities with their studies, as it is not restricted by pre-established schedules.

With TECH, you will acquire the basics of leadership and discover how to positively influence your team"

Team Leadership is a vitally important discipline for the medical profession today. Also, in a highly specialized environment such as the pharmaceutical and biotechnology industry, where research, drug development and therapies are essential, effective leadership skills are essential.

In the case of medical specialists, the necessary competencies are acquired to lead and coordinate multidisciplinary groups in this field. By leading these groups, the physician becomes a key player in strategic decision-making, project management and driving innovation in the industry.

In addition, supervisory knowledge enables the clinical specialist to play a key role in improving the efficiency and quality of scientific and commercial processes in the pharmaceutical industry. It also contributes to the development of solutions and advances that have a positive impact on people's health.

In this context, TECH has designed the Postgraduate Certificate in Team Leadership in Pharma Biotech. All of which will be presented in a 100% virtual format. In this way, students will have access to a variety of multimedia resources, such as specialized texts and interactive summaries. In addition, the Relearning method will be used, ensuring a unique educational process. In addition, students will be able to access the content at any time and place, only needing a device with internet access.

This **Postgraduate Certificate in Team Leadership in Pharma Biotech** contains the most complete and up-to-date scientific program on the market. The most important features 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 the theory of leadership and discover different styles and models to successfully lead your company"

You will master Team Management and you will optimize the organization, planning and evaluation of your work groups, thanks to this course that only TECH can offer you"

You will delve deeper into team management skills and achieve goals and objectives efficiently.

You will develop key leadership skills, from effective communication to strategic decision-making, that will benefit your company.

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

The 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 immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.

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Objectives

The objective of this program is to provide the health expert with the indispensable skills and knowledge that will enable them to effectively lead multidisciplinary teams in the pharmaceutical and biotechnology fields. In this sense, the student will be able to manage and organize the work of their professional peers, such as scientists, researchers and business development personnel, in order to achieve the strategic goals of the company.

"

You will hone your Decision-Making skills and become a leader capable of making strategic choices"

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
- Achieve an effective tool to achieve results
- Define unique and differentiated value propositions

Specific Objectives

- 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

- To delve into the development of leadership skills necessary to efficiently manage teams

- Learn organizational and time management strategies to optimize team productivity

- Learn how to plan and set clear and measurable objectives for the team, and evaluate their performance effectively

- Delve into team management skills, including motivation, effective communication, and conflict resolution

- Develop decision-making skills based on the evaluation of options and consideration of different factors

- Learn negotiation strategies and techniques for managing conflict within the team

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

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

03

Course Management

This academic program stands out for having a world-class faculty that teaches from an innovative academic perspective. The professors are renowned experts in the fields of Pharmaceutical Industry, Medicine and Business, and have extensive work experience. In this way, students are guaranteed to receive excellent learning, acquiring knowledge from leading specialists in their respective areas.

You will master Negotiation and Conflict Management to resolve differences and build strong relationships in your team"

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

Professors

Mr. Junco Burgos, Eduardo

- Therapeutic Area Director at AMGEN
- Service Manager for GRUPO CLECE (TALHER)
- Product Specialist at Celgene
- Product Specialist at Amgen
- Key Account Manager at Shionogi
- Agricultural Engineer graduated from the Polytechnic University of Madrid

04
Structure and Content

The course will focus on group leadership in the pharmaceutical industry. In this sense, it will provide an introduction to fundamental concepts such as power, influence and the definition of leadership. The content will explore various theories related to this concept, examining its process, different styles and evolutionary models. To achieve this, TECH has developed a 100% online degree. This provides students with multimedia resources such as specialized readings and interactive summaries that can be accessed anywhere with just an internet-connected device.

"

With the Relearning method, you will avoid spending long hours studying and will be able to focus on the most important concepts in an efficient way"

Module 1. Team Leadership in Pharma

In just 6 weeks, you will discover the importance of People Development and motivate your team to achieve their goals within the organization"

Methodology

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

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

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

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.

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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.

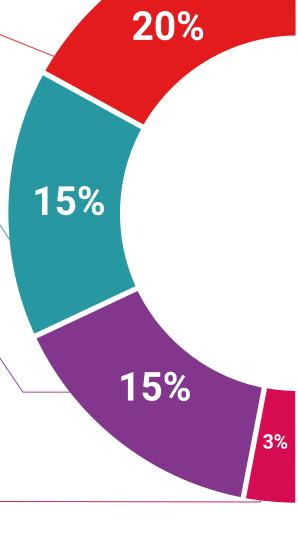### Surgical Techniques and Procedures on Video

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.

20%

15%

15%

3%

20%

17%

7%

3%

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.

Certificate

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

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

This **Postgraduate Certificate in Team Leadership in Pharma Biotech** contains the most complete and up-to-date scientific 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 Team Leadership in Pharma Biotech**

Official Nº of Hours: **150 h.**

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

POSTGRADUATE CERTIFICATE
in

Team Leadership in Pharma Biotech

This is a qualification awarded by this University, equivalent to 150 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

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

June 17, 2020

Tere Guevara Navarro
Dean

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country.   Unique TECH Code: AFWORD23S   techtitute.com/certificates

*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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