

# Postgraduate Certificate

## Integral Coaching in Pharma Biotech for Nursing



## Postgraduate Certificate Integral Coaching in Pharma Biotech for Nursing

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

Website: [www.techtitute.com/us/nursing/postgraduate-certificate/integral-coaching-pharma-biotech-nursing](http://www.techtitute.com/us/nursing/postgraduate-certificate/integral-coaching-pharma-biotech-nursing)

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# 01

# Introduction

Integral Coaching is based on the premise that personal development and professional success are closely related. By strengthening individual capabilities and promoting a healthy balance between work and life, we seek to achieve a high level of performance and satisfaction in the individual. In this context, the role of the nurse becomes important, given the constant need in the Pharma Biotech field for experts who inspire and stimulate the personal and professional growth of their team. In view of this situation, TECH has created this program, which will improve the student's skills in this field to position them at the forefront of healthcare. All this, 100% online and without having to travel to a study center.





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*With this Postgraduate Certificate, you will be able to incorporate cutting-edge coaching techniques into your clinical practice”*

Integral Coaching is based on the premise that each person is unique and has an inner potential that can be harnessed through a process of accompaniment and training. By applying the appropriate techniques, it is possible to help professionals in the Pharma Biotech sector to develop their skills, as well as to adequately manage stressful situations that occur in the workplace. Given the wide-ranging benefits it offers, it is essential for nurses to be aware of the most advanced strategies in this field in order to position themselves at the forefront of healthcare.

For this reason, TECH has created this Postgraduate Certificate, which allows students to update their knowledge in Integral Coaching in Pharma Biotech for Nursing. Throughout this educational period, you will identify cutting-edge techniques to train the mind and guide the professionals towards the clarification of their objectives. It will also detect which strategies are the most appropriate for managing emotions in complex situations.

Because this program will be presented in a 100% online format, students will be able to enjoy the educational content at any time, from a device with an Internet connection. In addition, this program has been designed by the best experts in Integral Coaching, so that the knowledge acquired will be fully applicable in daily practice.

This **Postgraduate Certificate in Integral Coaching in Pharma Biotech for Nursing** contains the most complete and up-to-date scientific program on the market. The most important features include:

- ◆ The development of case studies presented by Pharma Biotech specialists
- ◆ The graphic, schematic, and practical contents 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



*Get up-to-date in Integral Coaching  
from the hand of experts of  
reference in this field"*



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*Delves into the benefits of Coaching to achieve high personal and professional growth"*

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.

Its multimedia content, developed with the latest educational technology, will enable the professional to learn in a contextual and situated learning environment, i.e. a simulated environment that will provide immersive training programmed to train 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 educational year. For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.

*You will explore different schools and training models such as North American and European to broaden your approach to Pharma Biotech.*

*This Postgraduate Certificate will provide you with the most up-to-date knowledge of the pedagogical panorama on Integral Coaching in Pharma Biotech for Nursing.*



# 02 Objectives

The objective of this program is to provide nurses with the essential elements necessary to keep them constantly up-to-date in the field of coaching applied to the healthcare field. In this way, it will provide them with comprehensive and personalized support in their performance within this industry. In this sense, techniques for personal and professional growth will be promoted, contributing to the achievement and wellbeing at both individual and organizational levels.





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*Study from wherever you want and 24 hours a day through the 100% online modality offered by this updating program"*



## General Objectives

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- ◆ Acquire knowledge about the history of strategic Management
- ◆ Categorize the different definitions over time
- ◆ Assess financial efficiency
- ◆ Optimize working capital management
- ◆ Understand the different types of health care systems, such as public, private/private insurance, and private health care
- ◆ Assess unmet patient needs and chronicity management
- ◆ Understand 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 involved in planning the market access of a new drug
- ◆ Review the points to be analyzed prior to the development of the access plan to understand the environment and competitors
- ◆ Know the capabilities and ethics of the Coach
- ◆ Understand the essence of coaching and its focus on learning
- ◆ Acquire basic knowledge of the fundamental concepts of leadership and their 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

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- ◆ Know the capabilities and ethics of the Coach
- ◆ Understand the essence of coaching and its focus on learning
- ◆ Know the contributions of North American, Humanistic-European and Ontological Coaching
- ◆ Evaluate the client's current situation, breakdowns and objectives
- ◆ Use tools such as the "Wheel of Professional Life" to know the current situation
- ◆ Define individual and team goals, vision and objectives
- ◆ Explore models such as GROW, SMART methodology and Merlin Method
- ◆ Use examples such as the Mandala to visualize the ideal situation of the team
- ◆ Understand mental models and their importance in healthy teams
- ◆ Observe, distinguish and analyze beliefs, judgments, facts and opinions



*With TECH, you will explore into mental models and distinguish between beliefs, judgments, facts and opinions to perform better collective work within the company"*

03

# Course Management

This program stands out for having a teaching team of high excellence that teaches from an innovative educational perspective. The professors are recognized specialists in the areas of pharmaceuticals, medicine and business, and have extensive work experience. This will ensure that students get a top quality update guided by experts in these fields.



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*Enjoy didactic contents specifically  
designed by the best specialists in  
Integral Coaching”*



## Management



### Mr. Cardenal Otero, César

- ♦ Pharmabiomedical Executive at Amgen
- ♦ Author of the book " Personal Brand Communication through Social Networks by Professionals in the Health Sector"
- ♦ Degree in Marketing from *Prifysgol Cymru University* in Wales
- ♦ Distinguished grade in the Inspiring Leadership through Emotional Intelligence course at Case Western Reserve University
- ♦ Postgraduate Degree in Management and Health of the Pharmaceutical Industry of the European University
- ♦ Master's Degree in SME Administration from the Polytechnic School of Management
- ♦ Specialization in Social Media Marketing from Northwestern University
- ♦ Postgraduate Diploma in International Trade and Transport, University of Cantabria, Spain
- ♦ Postgraduate Certificate in Business Administration from the University of Cantabria

## Professors

### Mr. Cobo Sainz, Manuel

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

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04

# Structure and Content

With the purpose of strengthening competencies in communication, emotional management, confidence building and responsible commitment, the Postgraduate Certificate in Integral Coaching in *Pharma Biotech* for Nursing is presented, focused on leadership and communication training. The objective is to improve the skills necessary for effective performance in the pharmaceutical and biotechnology industry. In addition, its 100% online mode allows the student to access the contents 24 hours a day, from any device with an Internet connection.





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*A syllabus tailored to your needs and designed under the most effective pedagogical methodology: Relearning”*

## Module 1. Comprehensive Coaching in Pharma Biotech

- 1.1. Basis of Coaching in Pharma Biotech
  - 1.1.1. Coach's Capabilities and Ethics
  - 1.1.2. The Essence of Coaching
  - 1.1.3. Learning to Learn
  - 1.1.4. Recommended Film: The Pacific Warrior
- 1.2. The Coaching Process - Schools and Models
  - 1.2.1. North American Coaching Contributions
  - 1.2.2. Humanistic-European Coaching Contributions
  - 1.2.3. Ontological Coaching Contributions
  - 1.2.4. Conclusions
- 1.3. The Coachee-Client
  - 1.3.1. Present - Breakdown - Objectives
  - 1.3.2. How to Know The Situation of Each Person in a Professional Team and in This Way Be Able to Overcome Problems in Order to Achieve The Objectives
  - 1.3.3. Know The Current Situation through The Tool "THE WAY OF PROFESSIONAL LIFE"
  - 1.3.4. Conclusions
- 1.4. Ideal Situation
  - 1.4.1. Where I Am Going
  - 1.4.2. Identify Goal, Vision and Clarification of Objectives Both as an Individual Professional and as a Team Coordinator
  - 1.4.3. Grow Model
  - 1.4.4. Example: Where You Want to Have Each Member of Your Team through a Mandala
- 1.5. The Technique Our Mind
  - 1.5.1. Mental Models
  - 1.5.2. Observe, Distinguish
  - 1.5.3. Beliefs, Judgments
  - 1.5.4. Facts and Opinions





- 1.6. The Technique Language
  - 1.6.1. Basic Postulates of the Ontology of Language according to Rafael Echevarría
  - 1.6.2. Listening, Silence and Speech Competence
  - 1.6.3. Recommended Books
  - 1.6.4. Rafael Echevarría Language Ontology
  - 1.6.5. Leonardo Wolk The Art of Blowing Embers
- 1.7. The Technique Emotion
  - 1.7.1. Management and Emotional Intelligence
  - 1.7.2. Legitimizing Emotion in order to Manage It from the Linguistic Dimensions
  - 1.7.3. Emotional
  - 1.7.4. Conclusions
- 1.8. Technique - Corporeality
  - 1.8.1. Who Am I from my Body?
  - 1.8.2. Posture and Movement
  - 1.8.3. Trends that Support or Block Conversations with the Body
  - 1.8.4. Conclusions
- 1.9. Powerful Questions How to Use The Questions to Help Each Member of Your Team Find Their Best Version of Themselves
  - 1.9.1. To Determine The Profile of Our Customer and to Design a Plan of Action
  - 1.9.2. Coaching Questions to Reconnect You
  - 1.9.3. Coaching Questions to Change Perspective
  - 1.9.4. Coaching Questions for Awareness
  - 1.9.5. Coaching Questions to Create Action
  - 1.9.6. Coaching Questions for Goal Setting
  - 1.9.7. Coaching Questions for Designing a Plan of Action
  - 1.9.8. Coaching Questions for Clients to Find Their Own Solutions

- 1.10. The Action
  - 1.10.1. Action Plan Phases
  - 1.10.2. Accompany
  - 1.10.3. Monitoring
  - 1.10.4. Commitment
  - 1.10.5. How to Elaborate a Plan of Action with Each Delegate of Your Team



*Enroll in this program and enjoy a completely enjoyable and effective professional update"*

# 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 Nursing School we use the Case Method

In a given situation, what should a professional do? 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. Nurses learn better, faster, and more sustainably over time.

*With TECH, nurses can experience a learning methodology 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, in an attempt to recreate the real conditions in professional nursing 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. Nurses who follow this method not only grasp concepts, but also develop their mental capacity, by evaluating real situations and applying their knowledge.
2. The learning process has a clear focus on practical skills that allow the nursing professional to better integrate knowledge acquisition into the hospital setting or primary care.
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 case studies with a 100% online learning system based on repetition combining a minimum of 8 different elements in each lesson, which is a real revolution compared to the simple study and analysis of cases.



*The nurse will learn through real cases and by solving 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 we have trained more than 175,000 nurses with unprecedented success in all specialities regardless of practical workload. 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 really 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.



### Nursing Techniques and Procedures on Video

We introduce you to the latest techniques, to the latest educational advances, 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 them as many times as you want.



### Interactive Summaries

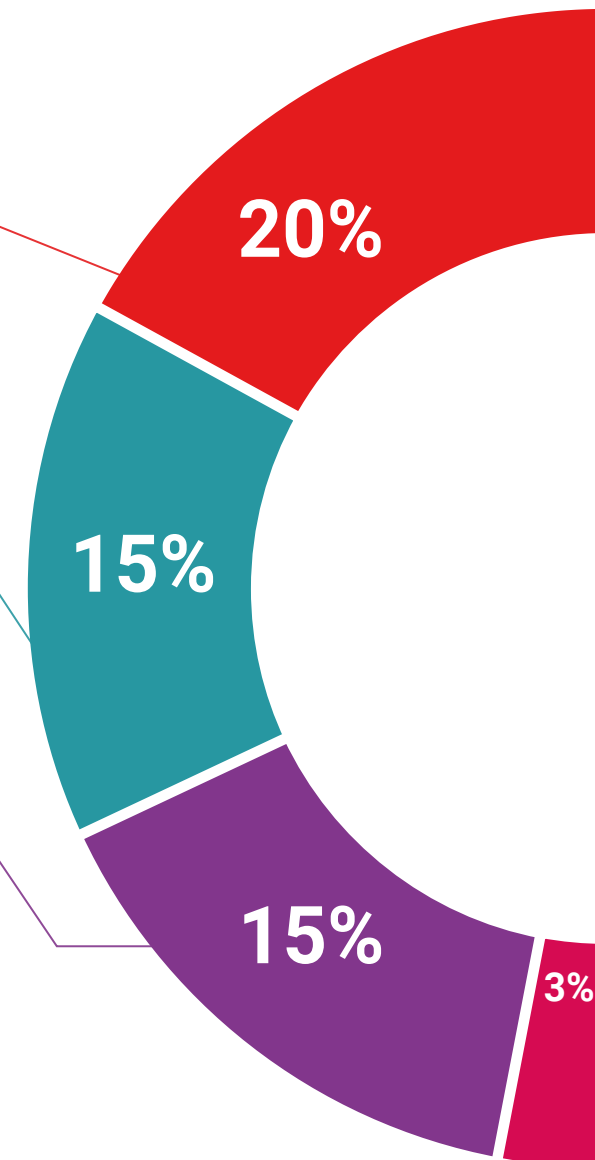
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

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 suggesting that observing third-party experts can be useful.  
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 Integral Coaching in Pharma Biotech for Nursing 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 Integral Coaching in Pharma Biotech for Nursing** 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 Integral Coaching in Pharma Biotech for Nursing**

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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