

# Postgraduate Diploma

## Pharma Biotech Business Management for Nursing



## Postgraduate Diploma Pharma Biotech Business Management for Nursing

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

Website: [www.techtute.com/us/nursing/postgraduate-diploma/postgraduate-diploma-pharma-biotech-business-management-nursing](http://www.techtute.com/us/nursing/postgraduate-diploma/postgraduate-diploma-pharma-biotech-business-management-nursing)

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# 01

# Introduction

Business management in the Pharma Biotech field brings challenges due to the changing nature of the industry. In this sense, the constant progress of scientific knowledge, regulatory changes or the improvement of organizational strategies have generated the need for an update for professionals in this field. It is for this reason that TECH has created this program, with which nurses will delve into budget planning techniques or the creation of business plans adapted to the current situation of the sector. In addition, this program is offered in a 100% online format, in this way providing you with the flexibility to access the content anytime, anywhere, without time restrictions.





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*With TECH, you will identify the strategic keys to stand out in the management of companies in the pharmaceutical and biotechnology industry"*

The effective management of Pharma Biotech companies involves making strategic decisions that cover various aspects, such as the exploration and development of new drugs, the preservation of quality in manufacturing and compliance with the regulations and standards in force in the field. In addition, it is essential to optimize production and distribution processes, ensuring access to pharmacological treatments in different parts of the world.

In this regard, nurses with an interest in running such companies must keep abreast of the latest scientific and technological advances, as well as the regulations and policies of the pharmaceutical industry. In the same way, they are obliged to know the leading strategies to manage the operations carried out and to control the financial resources available.

In view of the above, TECH has developed this Postgraduate Diploma, which has an innovative 100% online methodology. Through this program, nurses will have the ability to manage their own time to achieve an effective health update, delving into the most relevant aspects of strategic management in the pharmaceutical and biotechnology industry or financial optimization.

They will also be provided with a set of educational resources in revolutionary formats, such as videos, interactive summaries and simulations of real situations stored in a virtual library. Thanks to this, they will be able to select the study materials that best suit their individual educational needs. Additionally, this methodology is combined with Relearning, which allows the student to understand complex concepts in less time and with greater efficiency.

This **Postgraduate Diploma in Pharma Biotech Business Management 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



*Delve into cutting-edge techniques to optimize the financial resources of the Pharma Biotech company"*

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*Learn about the 6 types of value generation, analyze business performance and delve into examples of success in the pharmaceutical and biotechnology sector thanks to this Postgraduate Diploma offered by TECH”*

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 educational year. For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.

*In just 6 months, you will understand the complex environment of the pharmaceutical and biotech industry, mastering PESTEL analysis, Porter's 5 Forces and SWOT analysis.*

*You will assess the value chain, resources and competencies and use VRIO analysis to draw strategic conclusions.*



# 02 Objectives

The purpose of this program is to provide the nurse with an update in the essential resources to excel in the field of business management in the pharmaceutical and biotechnology industry. In this way, they will be prepared to play crucial roles in strategic areas such as drug exploration and development, project coordination and product management.







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*With this 100% online program, you will discover how to develop competitive advantages in the Pharma Biotech industry”*



## 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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### Module 1. Strategic Management in the Pharmaceutical and Biotechnology Industry

- ◆ Acquire knowledge about the history of strategic Management
- ◆ Categorize the different definitions over time
- ◆ Delve into levels of strategic direction
- ◆ 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
- ◆ Perform SWOT analysis
- ◆ Perform a Value Chain analysis
- ◆ Analyze the company's resources and competencies

### Module 2. Control, Operations and Finance

- ◆ Assess financial efficiency
- ◆ Optimize working capital management
- ◆ Analyze and manage financial risks
- ◆ Improve planning and budgeting
- ◆ Optimize the supply chain
- ◆ Ensure regulatory compliance

### Module 3. The Business Plan in The Territory

- ◆ Achieve an effective tool to achieve results
- ◆ Define unique and differentiated value propositions
- ◆ Provide real solutions to your customers
- ◆ Set objectives and how to achieve them
- ◆ Obtain all the information necessary to define a plan
- ◆ Achieve sales growth
- ◆ Open up new markets
- ◆ Understand how our market works and provide tools to face it
- ◆ Research and satisfy customer needs
- ◆ Assess competence



*You will broaden your knowledge of the corporate and diversification strategies most commonly used in the Pharma Biotech sector"*

03

# Course Management

For this program, TECH has recruited an outstanding faculty, which will ensure nurses the opportunity to access classes taught by renowned specialists with extensive experience in the fields of Industrial Medicine, Pharmacology and business. In this way, students can count on a program of excellence that will motivate them to stand out and advance rapidly in their professional careers.



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*TECH has selected the best specialists in the pharmaceutical and business fields, with whom you will prepare yourself for internationalization in the pharmaceutical and biotechnology industry"*

## 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. Ribas Guardiola, Xavi

- ♦ *Product Manager* at AMGEN
- ♦ Pharma and Biotech Pharmacist
- ♦ Product Specialist at Celgene
- ♦ Degree in Pharmacy from the University of Barcelona
- ♦ Postgraduate Degree in Management and Health of the Pharmaceutical Industry of the European University
- ♦ University Course in Administration, Organization and Management of Health Services at the European University



# 04

# Structure and Content

With this Postgraduate Diploma, the nurse will have the opportunity to examine profitability by product and inventory management. Likewise, you will conduct an exhaustive analysis of a business plan and its quality control. In addition, its 100% online format will provide the student with full access to a variety of multimedia resources, such as interactive summaries and specialized readings. In addition, you will be able to study from wherever you want and 24 hours a day.







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*You will have at your disposal specialized readings and a whole series of multimedia resources with which you will strengthen your knowledge of Pharma Biotech company management"*

## Module 1. Strategic Management in the Pharmaceutical and Biotechnology Industry

- 1.1. Market Entry 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 Company
  - 1.2.1. Strategic 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 Value Generation in the Company
  - 1.3.2. Performance in the Company
  - 1.3.3. Sector Examples
  - 1.3.4. Conclusions
- 1.4. The Environment of the Pharmaceutical and Biotechnology Company
  - 1.4.1. VUCA Environment
  - 1.4.2. PESTEL Analysis
  - 1.4.3. Porter's 5 Forces Analysis
  - 1.4.4. DAFO Analysis
- 1.5. Internal Analysis
  - 1.5.1. Value Chain Analysis
  - 1.5.2. Resources and Competencies Analysis
  - 1.5.3. VRIO Analysis
  - 1.5.4. Conclusions
- 1.6. Strategic Business Unit Strategies
  - 1.6.1. The Strategic Business Unit
  - 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 Strategy
  - 1.7.4. Most Used Strategies
- 1.8. Internationalization Strategy
  - 1.8.1. International Strategy of a Company
  - 1.8.2. The Globalization of the Economy
  - 1.8.3. Internationalization Risks
  - 1.8.4. Internalization Benefits
- 1.9. Strategic Alliances, Takeovers and Mergers
  - 1.9.1. External vs. Internal Growth Strategy
  - 1.9.2. Pharmaceutical Industry Alliances
  - 1.9.3. Sector Mergers
  - 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. Control, Operations and Finance

- 2.1. Cost Management
  - 2.1.1. Production Cost Controls
  - 2.1.2. Optimizing Production Costs
  - 2.1.3. Marketing
  - 2.1.4. Distribution
- 2.2. Profitability Analysis by Product
  - 2.2.1. Quantitative Analysis
  - 2.2.2. Qualitative Analysis
  - 2.2.3. Profitability Assessment
  - 2.2.4. Conclusions
- 2.3. Supply Chain Management
  - 2.3.1. Supply Chain Assessment
  - 2.3.2. Control of the Supply Chain
  - 2.3.3. Production
  - 2.3.4. Logistics
- 2.4. Inventory Management
  - 2.4.1. Inventory Control
  - 2.4.2. Inventory Optimization
  - 2.4.3. Inventory Analysis
  - 2.4.4. Conclusions
- 2.5. Quality Control
  - 2.5.1. Quality Systems
  - 2.5.2. Security/Safety
  - 2.5.3. Efficacy
  - 2.5.4. Efficiency
- 2.6. Risk Management
  - 2.6.1. Identification
  - 2.6.2. Risk Assessment
  - 2.6.3. Risk Management
  - 2.6.4. Operational and Regulatory Issues Associated with The Pharmaceutical and Biotechnology Industry
- 2.7. Investment Analysis
  - 2.7.1. Financial Viability Assessment
  - 2.7.2. Investment Project Strategy
  - 2.7.3. New Product Development
  - 2.7.4. Expansion into New Markets
- 2.8. Control of Research and Development Expenses
  - 2.8.1. Expense Tracking
  - 2.8.2. Expense Control
  - 2.8.3. Expense Analysis
  - 2.8.4. Conclusions
- 2.9. Intellectual Property Management
  - 2.9.1. Market Trends Assessment
  - 2.9.2. The Competition
  - 2.9.3. Product Demand
  - 2.9.4. Pricing Strategies
- 2.10. Project Management
  - 2.10.1. Education
  - 2.10.2. Monitoring
  - 2.10.3. Strategic Project Control
  - 2.10.4. Operational Project Control

### Module 3. The Business Plan in The Territory

- 3.1. Introduction to Business Plans
  - 3.1.1. What is a Business Plan?
  - 3.1.2. Purpose and Objectives of Business Plans
  - 3.1.3. Why Is It Important to Make a Business Plan?
  - 3.1.4. When Should We Make a Business Plan?
- 3.2. Pharmaceutical Industry Context
  - 3.2.1. Structural Situation of The Pharmaceutical Industry
  - 3.2.2. Key People and Departments in The Development of a Plan of Action:
    - 3.2.3. General Management
      - 3.2.3.1. Sales Management
      - 3.2.3.2. Marketing Department
      - 3.2.3.3. Medical Department
      - 3.2.3.4. Financial Department
      - 3.2.3.5. Regulatory Department
    - 3.2.4. Current Challenges Facing The Pharmaceutical Industry
- 3.3. Stages for Defining a Business Plan
  - 3.3.1. Define Objectives
  - 3.3.2. Product Description: Key Attributes
  - 3.3.3. What Information Do I Need to Make a Plan?
  - 3.3.4. Alignment with Strategy
  - 3.3.5. Define Timings
  - 3.3.6. Define Resources
  - 3.3.7. Establish Results
- 3.4. Business and Marketing Plan
  - 3.4.1. Business Resources to Set Up a Plan
  - 3.4.2. Choice of the Plan According to Our Objective
  - 3.4.3. Marketing Strategy: Alignment
  - 3.4.4. Marketing Resources as Leverage





- 3.5. Customer Analysis
  - 3.5.1. Customer Relationship Management
  - 3.5.2. Identify Customer Needs
  - 3.5.3. Communication With Client
  - 3.5.4. Conclusions
- 3.6. Competitive Analysis
  - 3.6.1. Market Segmentation
  - 3.6.2. Competitive Analysis of Your Product
  - 3.6.3. Commercial Strategies vs. The Competition
  - 3.6.4. Expansion Plans
  - 3.6.5. Defense Plans
- 3.7. Economic Analysis of The Business Plan
  - 3.7.1. Estimation of Costs and Objectives
  - 3.7.2. Investment Sources and Strategies
  - 3.7.3. Financial Risk Analysis
  - 3.7.4. Return on Investment Assessment
- 3.8. Implementation and Follow-Up of the Business Plan
  - 3.8.1. Business Plan Agenda
  - 3.8.2. Process Monitoring and Review Mechanisms According to Evolution
  - 3.8.3. KPI: Objective Performance Indicators
  - 3.8.4. Conclusions
- 3.9. Final Analysis of The Business Plan
  - 3.9.1. Compliance with Deadlines
  - 3.9.2. Analysis of Results
  - 3.9.3. Budget Analysis
- 3.10. Pharma Biotech Marketing Plan
  - 3.10.1. Market Analysis
  - 3.10.2. Competition
  - 3.10.3. Target Audience
  - 3.10.4. Brand Positioning

# 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 Diploma in Pharma Biotech Business Management for Nursing guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma 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”*

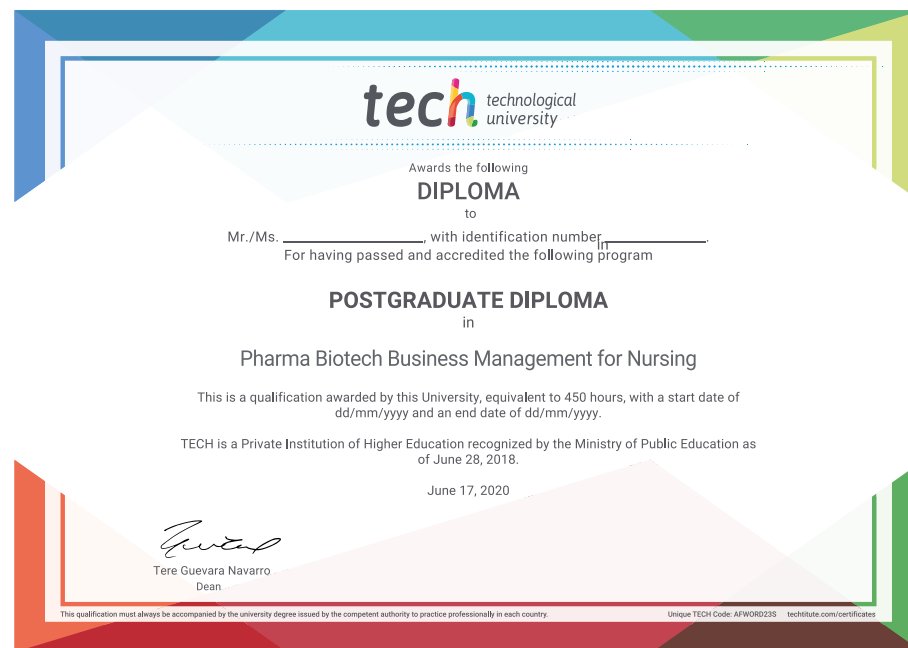
This **Postgraduate Diploma in Pharma Biotech Business Management for Nursing** contains the most complete and up-to-date scientific on the market.

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

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

Title: **Postgraduate Diploma in Pharma Biotech Business Management for Nursing**

Official N° of Hours: **450 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.



future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
development languages  
classroom



**Postgraduate Diploma**  
Pharma Biotech Business  
Management for Nursing

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

# Postgraduate Diploma

## Pharma Biotech Business Management for Nursing