

Master's Degree

MBA in Pharma Biotech
Business Management for
Nursing



Master's Degree

MBA in Pharma Biotech Business Management for Nursing

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Accreditation: 90 ECTS
- » Schedule: at your own pace
- » Exams: online

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

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01

Introduction

Facing challenges is an essential part of managing pharmaceutical and biotechnology companies due to the highly competitive nature of the industry. In this way, the relentless advance of empirical disciplines, technological progress and constant regulatory changes have generated the need for up-to-date education for the key players in this sector. Therefore, nurses must possess strong scientific and technical knowledge as well as a commercial and financial understanding of the company to successfully lead these organizations. In response to this need, TECH has created this program, which will enable professionals to acquire skills in the field of business management. This program is offered in a 100% online format, which will provide flexibility to access the didactic materials without time restrictions.



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Through an intensive 12-month program, TECH offers you the opportunity to update your knowledge and become an up-to-date professional in the pharmaceutical and biotechnology field"

Business management plays a crucial role in the healthcare field by providing effective and efficient strategic direction to companies in the pharmaceutical and biotechnology industry. Its relevance lies in its ability to lead and make informed decisions in a highly regulated and competitive environment.

In addition, it promotes research and development of new drugs and innovative therapies, which contributes to the advancement of medicine and the improvement of people's quality of life. Following this perspective, it also promotes efficiency in the production and distribution of pharmaceutical products, ensuring the timely and safe delivery of medicines to those who need them.

Taking into consideration the above, TECH has developed a Master's Degree program that provides an excellent update in the field of Pharma Biotech Management for nurses. During 12 months of study, corporate responsibility in the industry will be explored, promoting sustainable practices in drug development. Likewise, quality and safety criteria in the production and marketing of drugs or budget planning techniques for companies in the sector will be delved into in depth. This, with the intention of fostering innovation, improving the pharmaceutical industry's operations and contributing to the advancement of medicine.

All this will be achieved without the professionals having to neglect their usual personal and work responsibilities, since this program is offered in an innovative 100% online format. Likewise, it will have multimedia materials housed in a virtual library, which can be accessed anytime and anywhere, only requiring a device with an Internet connection.

This **MBA 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 practical cases presented by experts in Pharma Biotech
- ♦ 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



Optimize your learning at any time and place, thanks to the 100% online modality of this program"

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You will delve into budget planning and financial operations management in the Pharmaceutical Industry through this program"

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 prepare for real situations.

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

Improve your knowledge in Digital Health Management and apply it to your daily practice.

Increase your skills in organization and optimization of Pharma Biotech processes to succeed in this sector.



02 Objectives

The purpose of this Master's Degree is to provide nurses with the tools that will allow them to update their knowledge and fundamental skills to achieve success in the field of pharmaceutical and biotechnology management. In this way, they will be able to play key roles in essential areas such as drug research and development, project management and the production and manufacturing of such products.



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You will identify, throughout this program, the tools and strategies to succeed in the Pharma Biotech market”



General Objectives

- ♦ Evaluate financial efficiency
- ♦ Optimize working capital management
- ♦ Understand what Market Access is and how the need for this function arises in the pharmaceutical industry
- ♦ 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
- ♦ Know about 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

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 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

Module 2. Marketing in Pharma Biotech

- ♦ Know the utility of market segmentation and approximation levels
- ♦ Differentiate between end consumer markets and feature-based segmentation
- ♦ Develop marketing strategies according to the segmentation made
- ♦ Know the importance of prior positioning to gain competitive advantage
- ♦ Develop differentiation and positioning strategies to achieve business objectives
- ♦ Understand the relevance of information and resources in the commercial field
- ♦ Know the sources of information and techniques for market studies
- ♦ Use data survey and analysis tools

Module 3. Human Resources Management

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

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

- ♦ Understand the different types of healthcare systems, such as public, private/private insurance, and managed healthcare
- ♦ Assess unmet patient needs and chronicity management
- ♦ Analyze the role of cost, effectiveness and safety as determining factors in health care
- ♦ Understand the professional-patient relationship and the rights and duties of both
- ♦ Analyze the challenges of care pressure and cost management based on ethical principles
- ♦ Define the skills and attitudes needed to be an effective professional manager
- ♦ Explore leadership and the management of emotional climate and work conflicts
- ♦ Utilize timekeeping as a tool for efficient management
- ♦ Analyze health spending and outcomes, as well as processes of improvement, innovation and transformation
- ♦ Evaluate the use of indicators, benchmarking, clinical guidelines, EDO, claims and pharmacovigilance in healthcare quality

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

- ♦ Understand what Market Access is and how the need for this function arises in the pharmaceutical industry
- ♦ Know about the structure, organization and functions of the National Health System
- ♦ Describe the marketing authorization process of a new drug and identify the Spanish and European health authorities involved in the process
- ♦ Analyze the national and international health technology assessment agencies
- ♦ Identify the agencies that evaluate new drugs, decision makers and influencers
- ♦ Describe the price and reimbursement application process
- ♦ Differentiate the access processes for hospital drugs and those dispensed in street pharmacies
- ♦ Familiarize with traditional and innovative financing schemes
- ♦ Know about the processes of public purchase of medicines in the Spanish healthcare system
- ♦ Know about the professional profiles assigned to the access department
- ♦ Analyze the interaction of Market Access professionals with other departments of the pharmaceutical industry
- ♦ Review the latest trends in drug evaluation (Multi-criteria Analysis) and drug purchasing

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

- ♦ 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 about the environment and competitors
- ♦ Meet and segment Co-Workers
- ♦ Develop market access strategy and plans, specifying the timeline and roles involved
- ♦ Know how to manage the approach to health authorities for both hospital drugs and street pharmacy drugs
- ♦ Know about the requirements for applying for drug financing: official and supplementary documents
- ♦ Become familiar with the documents and tools that support the value of the drug and that will be essential in the negotiation of price and reimbursement with the health authorities, and in the subsequent regional and local access
- ♦ Study in depth the elements included in a drug value dossier
- ♦ Identify the clinical value of a drug, the value perceived by the patient, and the economic aspect
- ♦ Become familiar with the key concepts of pharmaco-economics
- ♦ Delve into the economic analysis of a drug, differentiating between partial and complete economic evaluations

Module 7. Integral Coaching in Pharma Biotech

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

Module 8. The Medical Department

- ♦ Understand the role and objective of the medical department
- ♦ Analyze the general structure of the medical department and its staff
- ♦ Explore the main activities of the medical department
- ♦ Collaborate with other areas of the company
- ♦ Explore current challenges and trends
- ♦ Understand the purpose of clinical trials
- ♦ Analyze the types of clinical trials
- ♦ Explore in the phases of clinical trials
- ♦ Define the focus of each phase
- ♦ Plan and design clinical trials
- ♦ Know about the ethical and regulatory aspects of clinical trials
- ♦ Delve into sample and sample size selection
- ♦ Collect and analyze data
- ♦ Define roles and responsibilities of the different participants in clinical trials
- ♦ Explore randomization and types of blinding
- ♦ Analyze data and interpret results
- ♦ Design protocols
- ♦ Develop an informed consent and patient information sheet
- ♦ Understand the purpose of monitoring in clinical trials
- ♦ Define the responsibilities and roles of the clinical trial monitor

Module 9. Team Leadership in Pharma

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

Module 10. The Business Plan in the Territory

- ♦ Obtain an effective tool to achieve results
- ♦ Define unique and differentiated value propositions
- ♦ Provide real solutions for your customers
- ♦ Establish objectives and how to achieve them
- ♦ Obtain all the necessary information to define a plan
- ♦ Achieve sales growth
- ♦ Open new markets
- ♦ Understand how the market works and provide tools to face it
- ♦ Investigate and satisfy customer needs
- ♦ Evaluate competition

Module 11. Leadership, Ethics and Social Responsibility in Companies

- ♦ Analyze the impact of globalization on corporate governance and corporate management
- ♦ 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
- ♦ Determine the principles and practices of business ethics and their application in corporate decision making
- ♦ Structure strategies for the implementation and improvement of sustainability and social responsibility in business

Module 12. People and Talent Management

- ♦ Determine the relationship between strategic direction and human resources management
- ♦ Delve into the skills required for effective competency-based human resources management
- ♦ Delve into the methodologies for performance evaluation and performance management
- ♦ Integrate innovations in talent management and their impact on employee retention and loyalty
- ♦ Develop strategies for motivation and development of high performance teams
- ♦ Propose effective solutions for change management and conflict resolution in organizations

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 obtaining 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 marketing strategic 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 the manager in the 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



You will develop comprehensive coaching skills and learn to motivate and lead teams in a highly competitive environment"

03 Skills

The program will offer nurses a unique opportunity to acquire and update fundamental skills that will enable them to successfully manage companies in the pharmaceutical and biotechnology industry. Those professionals who complete this syllabus will gain scientific and technical knowledge, as well as an understanding of regulations, business management and an innovative mindset. In this way, they will be prepared to face the challenges and take advantage of the opportunities in this ever-expanding sector.



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*Expand your knowledge and take
advantage of new career opportunities
in the pharmaceutical industry”*



General Skills

- ♦ Understand the importance of business ethics
- ♦ Assess environmental sustainability in the business context
- ♦ Evaluate aspects of the code of ethics, such as the doctor-patient relationship, quality of medical care, professional secrecy, scientific objection, relations between doctors and medical advertising
- ♦ Analyze the interaction of Market Access professionals with other departments of the pharmaceutical industry
- ♦ Review the latest trends in drug evaluation (Multi-criteria Analysis) and drug purchasing
- ♦ Delve into the economic analysis of a drug, differentiating between partial and complete economic evaluations
- ♦ Understand the phases of the action plan: accompanying, follow-up and commitment
- ♦ Elaborate individual action plans with the team members





Specific Skills

- ♦ 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
- ♦ Define strategies for plan revision
- ♦ Establish objective indicators of plan achievement



With this program, you will use best practices to lead teams in the healthcare industry"

04

Course Management

In order to guarantee a quality education, TECH has recruited a distinguished teaching team for this program. This will provide students with the opportunity to receive an education from renowned specialists with vast experience in the fields of pharmaceuticals, medicine and business. In this way, nurses will be able to obtain a program of excellence that will encourage them to stand out and make rapid progress in their professional careers.



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You will have a teaching staff made up of experts with experience in the field of pharmacy and business to provide you with cutting-edge knowledge about the Biotech 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 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 Administration from 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

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. 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

Dr. Rodríguez Fernández, Silvia

- ♦ Scientific Advisor in the Pharmaceutical and Biotechnology Industry
- ♦ 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

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
- ♦ Doctorate 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



Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice"

05

Structure and Content

The Master's Degree MBA in Pharma Biotech Business Management will focus on the interdisciplinary aspects of the pharmaceutical and biotechnology industry, highlighting its broad scope and up-to-date approach. During the 12 months of this program, the nurse will benefit from innovative teaching materials such as videos, interactive summaries and simulations of real cases. These state-of-the-art resources will provide an enjoyable and effective educational experience. In addition, being a 100% online program, you will have the flexibility to study on your own schedule, without restrictions.





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With the Relearning method, you will reduce your study hours and strengthen your understanding in the long run"

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. The 6 Types of Value Generation 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. 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. 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 of 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. 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 Economy

Module 2. Marketing in Pharma Biotech

- 2.1. Omnichannel, Impacts and Engagement
 - 2.1.1. Impact Marketing
 - 2.1.2. General Channels and Social Networks
 - 2.1.3. Community Management
 - 2.1.4. E-detailing and CRM in the Digital Environment
 - 2.1.5. Programmed Advertising
 - 2.1.6. Analytics and Business Indicators
- 2.2. Segmentation, Positioning and Targeting
 - 2.2.1. Segmentation
 - 2.2.2. The Positioning Map
 - 2.2.3. Targeting
 - 2.2.4. Conclusions

- 2.3. Management
 - 2.3.1. The Marketing System
 - 2.3.2. Information Acquisition
 - 2.3.3. Research Process
 - 2.3.4. Conclusions
- 2.4. Managing Brand and Neuromarketing
 - 2.4.1. Branding
 - 2.4.2. Branding Types
 - 2.4.3. Neuromarketing and Application in the Pharmaceutical Industry
 - 2.4.4. Conclusions
- 2.5. Digital Marketing Plans
 - 2.5.1. Integrating Digital Marketing into the Global Marketing Strategy
 - 2.5.2. Community Manager
 - 2.5.3. Digital Marketing Plans
 - 2.5.4. Target Audience
- 2.6. E-Commerce
 - 2.6.1. The Conversion Cycle
 - 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 Strategies. Content Co-Creation
 - 2.7.2. Content Marketing and Influencers
 - 2.7.3. Digital Marketing to Support Leadership in the Therapeutic Area
 - 2.7.4. Patient Associations
- 2.8. Design of Digital Programs
 - 2.8.1. Definition of Objectives
 - 2.8.2. Brand Strategy Support Programs: Disease Awareness, Switching and Engagement
 - 2.8.3. Digital Marketing and the 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 to Support Diagnosis
 - 2.9.3. Artificial Intelligence Tools to Support Critical Patient Management
 - 2.9.4. Latest Developments
- 2.10. Other Technology
 - 2.10.1. Electronic Records and Information Gathering
 - 2.10.2. Web 3 and New Trends in the Token Economy. Impact in 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. Resume Review
 - 3.1.3. Recruitment Interviews
 - 3.1.4. Aptitude Tests and Psychometric Assessments
- 3.2. Compensation and Benefits
 - 3.2.1. Compensation System Design
 - 3.2.2. Elaboration of Variable Compensation
 - 3.2.3. Benefit 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 Work Environment
 - 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. Specific Skills Development
 - 3.5.3. Internal Promotion and Growth Opportunities
 - 3.5.4. Adaptation to the Workplace
- 3.6. Team Management and Leadership
 - 3.6.1. Effective Team Building
 - 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. Human Resources Innovation
 - 3.7.4. Adapting to New Technologies
- 3.8. Diversity and Inclusion in the Workplace
 - 3.8.1. Diversity Promotion
 - 3.8.2. Equal Opportunity
 - 3.8.3. Creation of 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. Promotion of 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. Tools in Human Resources Management
 - 3.10.4. Cybersecurity and Personal Data Protection

Module 4. "Digital Health 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 Medical Records
 - 4.1.4. Information Systems Interoperability
- 4.2. Telemedicine and Digital Health
 - 4.2.1. Remote Medical Consultations
 - 4.2.2. Tele-monitoring Platforms
 - 4.2.3. Patient Monitoring
 - 4.2.4. Mobile Health and Wellness Applications
- 4.3. Big Data and Data Analysis in Healthcare
 - 4.3.1. Management and Analysis of Large Volumes of Data in Health
 - 4.3.2. Use of Predictive Analysis for Decision-Making
 - 4.3.3. Privacy
 - 4.3.4. Health Data Security
- 4.4. Artificial Intelligence and Machine Learning in Healthcare
 - 4.4.1. Artificial Intelligence Applications in Medical Diagnostics
 - 4.4.2. Machine Learning Algorithms for Pattern Detection
 - 4.4.3. Chatbots
 - 4.4.4. Virtual Assistants in Medical Care
- 4.5. The Internet of Things (IoT) in Healthcare
 - 4.5.1. Connected Medical Devices and Remote Monitoring
 - 4.5.2. Intelligent 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 Cyber Attacks
 - 4.6.3. Ransomware
 - 4.6.4. Security Audits and Incident Management

- 4.7. Virtual Reality (RV) and Augmented Reality (RA) 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 Image Processing and Computational Analysis
 - 4.9.2. Computer-Aided Image Diagnosis
 - 4.9.3. Real-Time Medical Imaging
 - 4.9.4. 3D
- 4.10. Blockchain in Healthcare
 - 4.10.1. Security and Traceability of Health Data with Blockchain
 - 4.10.2. Exchange of Medical Information 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. National Health System (NHS). Organization, Structure and Functions
 - 5.2.1. Healthcare Expenses and Drug Expenses
 - 5.2.2. Regional Health Service
 - 5.2.3. Organization, Structure and Functions
- 5.3. Authorization and Registration of New Drugs
 - 5.3.1. Health Authorities
 - 5.3.2. European Medicines Agency (EMA)
 - 5.3.3. New Drug Marketing Authorization Process: Centralized, Decentralized and Mutual Recognition Processes
- 5.4. Evaluation of New Drugs at National Level
 - 5.4.1. Health Technology Assessment Agencies.
 - 5.4.2. Relations
 - 5.4.3. Europe
 - 5.4.4. Therapeutic Positioning Reports (TPR)
 - 5.4.5. Decision Makers and Influencers
- 5.5. Other New Drug Evaluations
 - 5.5.1. GENESIS Group Evaluations
 - 5.5.2. Regional Evaluations
 - 5.5.3. Evaluations in Hospital Pharmacies: Pharmacy and Therapeutics Committees
 - 5.5.4. Other Evaluations
- 5.6. From Drug Approval to Availability to the Patient
 - 5.6.1. New Drug Pricing and Reimbursement Application Process
 - 5.6.2. Marketing and Financing Conditions
 - 5.6.3. Procedure for Access to Medicines at Hospital Level
 - 5.6.4. Access Procedure for Drugs Dispensed in Street Pharmacies
 - 5.6.5. Access to Generic and Biosimilar Drugs
- 5.7. Drug Financing
 - 5.7.1. Traditional Versus New Financing Schemes
 - 5.7.2. Innovative Agreements
 - 5.7.3. Risk-Sharing Agreements (RSAs)
 - 5.7.4. Types of RSA
 - 5.7.5. Criteria for RSA Selection
- 5.8. Medication Purchasing Process
 - 5.8.1. Public Contracting
 - 5.8.2. Centralized Purchasing of Medicines and Medical Devices
 - 5.8.3. Framework Agreements
 - 5.8.4. Conclusions

- 5.9. Market Access Department (1) Professional Profiles
 - 5.9.1. Evolution of The Market Access Professional Profile
 - 5.9.2. Market Access Professional Profiles
 - 5.9.3. Market Access Manager
 - 5.9.4. Pharmacoeconomics
 - 5.9.5. Pricing
 - 5.9.6. Key Account Manager
- 5.10. Market Access Department (2). Interaction with Other Departments of the Pharmaceutical Industry
 - 5.10.1. Marketing and Sales
 - 5.10.2. Medical Department
 - 5.10.3. Institutional Relations
 - 5.10.4. Regulatory
 - 5.10.5. 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. Region and Account Segmentation
 - 6.1.3. Scientific Societies
 - 6.1.4. Patient Associations
 - 6.1.5. Designing the Corporate Strategy
 - 6.1.6. Strategy Implementation Chronology
- 6.2. Market Access Management for a Drug
 - 6.2.1. Access Management at Regional Level
 - 6.2.2. Access to the Hospital Drug Market. Hospital Pharmacy Management and Strategy
 - 6.2.3. Access to the Street Pharmacy Drug Market
 - 6.2.4. Primary Care Pharmacist Management and Strategy
- 6.3. Clinical Value of a Drug
 - 6.3.1. Value Based on Clinical Development
 - 6.3.2. Real Life Studies
 - 6.3.3. (RWD/RWE)
 - 6.3.4. Conclusions



- 6.4. Value Perceived by the Patient
 - 6.4.1. Patient Reported Outcomes, PRO)
 - 6.4.2. Quality of Life Related to Health (CVRS)
 - 6.4.3. Treatment Satisfaction
 - 6.4.4. Incorporation of Patient Preferences
- 6.5. Economic Analysis Types
 - 6.5.1. Types of Economic Analysis
 - 6.5.2. Parameters to be Defined
 - 6.5.3. Partial Economic Assessments
 - 6.5.4. Costs and Burden of the Disease
 - 6.5.5. Cost Consequence
- 6.6. Studies of Economic Analysis
 - 6.6.1. Budget Impact Studies
 - 6.6.2. Market Growth
 - 6.6.3. Associated Risks
 - 6.6.4. Intellectual Property
- 6.7. Assessments of Economic Analysis
 - 6.7.1. Full Economic Assessments
 - 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. Drug Value Dossier
 - 6.8.1. Contents of the Value Dossier
 - 6.8.2. The Clinical Value of the Drug
 - 6.8.3. The Economic Value of the Drug
 - 6.8.4. Demonstrating the Value of the Drug to the Healthcare System
 - 6.8.5. Adaptation of the Dossier to the different Autonomous Communities
- 6.9. Documents Required for the Price and Reimbursement Request
 - 6.9.1. Documentation Requirements
 - 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. Basics of Coaching in Pharma Biotech
 - 7.1.1. Coaching Skills and Ethics
 - 7.1.2. The Essence of Coaching
 - 7.1.3. Learning to Learn
 - 7.1.4. Recommended Film: Pacific Warrior
- 7.2. The Coaching Process - Schools and Models
 - 7.2.1. North American Coaching Contributions
 - 7.2.2. Contributions of Humanistic-European Coaching
 - 7.2.3. Ontological American Coaching Contributions
 - 7.2.4. Conclusions
- 7.3. The Coachee-Client
 - 7.3.1. Present - Breakdown - Objectives
 - 7.3.2. How to Know about the Situation of Each Person in a Professional Team and Therefore Be Able to Overcome Problems in Order to Achieve the Objectives
 - 7.3.3. Know the Current Situation through the Tool "THE WHEEL OF PROFESSIONAL LIFE"
 - 7.3.4. Conclusions
- 7.4. Ideal Situation
 - 7.4.1. Where I Am Going
 - 7.4.2. Identify Goal, Vision and Clarification of Objectives. Both as an Individual Professional and as a Team Coordinator
 - 7.4.3. Grow Model
 - 7.4.4. Example: Where You Want to Have Each Member of Your Team through 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 Echevarría
 - 7.6.2. Competence of Listening, Silence and Speech
 - 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. Techniques. Emotion
 - 7.7.1. Management and Emotional Intelligence
 - 7.7.2. Legitimize Emotion to Manage it from the Linguistic Dimensions
 - 7.7.3. Emotional
 - 7.7.4. Conclusions
- 7.8. Technique - Corporeality
 - 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 Member of your Team Find their Best Version of Themselves
 - 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 for Goal Setting
 - 7.9.7. Coaching Questions to Design an Action Plan
 - 7.9.8. Coaching Questions for the Client to Find their Own Solutions

- 7.10. The Action
 - 7.10.1. Phases of the Action Plan
 - 7.10.2. accompanying
 - 7.10.3. Monitoring
 - 7.10.4. Commitment
 - 7.10.5. How to Elaborate an Action Plan with Each Delegate of 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. Purpose and Functions of the Department
 - 8.1.3. Roles in the Medical Department
 - 8.1.4. How they Relate to Other Departments: Marketing, Access, Sales, etc.
 - 8.1.5. Career Opportunities for the Medical Department in the Pharmaceutical Industry
- 8.2. Monitoring
 - 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 Studies
 - 8.2.4.2. Phase II Clinical Studies
 - 8.2.4.3. Phase III Clinical Studies
 - 8.2.4.4. Phase IV Clinical Studies
- 8.3. Clinical Trials Methodology
 - 8.3.1. Clinical Trial Design
 - 8.3.2. Stages in the Development of Clinical Trials
 - 8.3.3. Clinical Trials Viability
 - 8.3.4. Identification and Selection of Researcher Centers
 - 8.3.5. Recruitment Materials and Strategies
 - 8.3.6. Contracts with Research Centers
 - 8.3.7. Protocol
- 8.4. Trial Monitoring: Monitoring 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. Closing Visit
 - 8.4.2. Remote Monitoring
 - 8.4.3. Monitoring Visit Reports
 - 8.4.4. Data Management Obtaining Results
- 8.5. Real Clinical Practice Studies. RWE
 - 8.5.1. RWE Studies: Design, Analysis, Minimization of Bias
 - 8.5.2. Types of RWE Study
 - 8.5.3. Integration in the Medical Plan
 - 8.5.4. Inquiry and Communication of Results
 - 8.5.5. Current Challenges in the Use of Evidence and Knowledge of RWE
 - 8.5.6. How RWE Can Support Decision Making throughout the Product Life Cycle
 - 8.5.7. Initiated Studies/Trials and Research Collaborations Investigator
- 8.6. The Medical Affairs Department
 - 8.6.1. What is the Medical Affairs Department?
 - 8.6.1.1. Purpose 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 Relationship of Medical Issues in Terms of Product Life Cycle
 - 8.6.2. Creation of State-of-the-art Data Generation Programs
 - 8.6.3. Medical's Co-leadership Role
 - 8.6.4. Affairs in Cross-functional 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. Participation tactics with HCP
 - 8.7.3.1. Advisory Board and promotion programs
 - 8.7.3.2. Scientific Publications
 - 8.7.3.3. Planning of Scientific Congresses

- 8.7.4. Elaboration of a Medical Communication Plan
- 8.7.5. Design of Medical Product Strategy
- 8.7.6. Management of Medical Projects and Studies Based on Real Clinical Practice Data (RWE)
- 8.7.7. Role of the Medical Science Liaison
 - 8.7.7.1. MSL Functions: Medical Communication and Interlocutors
 - 8.7.7.2. Implementation of Medical Projects and Territorial Management
 - 8.7.7.3. Investigator Initiated Studies/Trials and Research Collaborations
 - 8.7.7.4. Scientific Communication and Insights Gathering
- 8.8. Compliance In the Medical Affairs Department
 - 8.8.1. Concept of compliance in the medical department
 - 8.8.1.1. Promotion of Prescription Drugs
 - 8.8.1.2. Interrelation with Health 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 Commercial Department and Medical Affairs
 - 8.8.4. Code of Good Clinical Practice in Medical Promotion and Information
- 8.9. Medical Reports
 - 8.9.1. Comprehensive Communication Plan
 - 8.9.2. Media and Omnichannel Plan
 - 8.9.3. Integration of the Communication Plan in the Medical Plan
 - 8.9.4. Information Resources in Biomedicine
 - 8.9.4.1. International Sources: Pubmed, Embase, WOS, etc.
 - 8.9.4.2. Sources in Latin America: CSIC , Ibecs, LILACS, indexes etc.
 - 8.9.4.3. Sources for Locating Clinical Trials: WHO, ClinicalTrials, Cochrane CENTRAL, etc.
 - 8.9.4.4. Drug Information Sources: Bot Plus Web, FDA, etc.
 - 8.9.4.5. Other resources: official bodies, web pages, 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. Adverse Event Management
 - 8.10.2. Notification of Adverse Events, Eudravigilance
 - 8.10.3. Periodic Security 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. Group 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. Equipment
 - 9.9.2. Motivation
 - 9.9.3. Visibility
 - 9.9.4. Conclusions
- 9.10. Common Objective, Project Development
 - 9.10.1. Common Objective, Which One is It?
 - 9.10.2. Multidisciplinary Teams
 - 9.10.3. Building Alliances
 - 9.10.4. Most Used Strategies

Module 10. The Business Plan in the Territory

- 10.1. The Business Plan
 - 10.1.1. What is a Business Plan?
 - 10.1.2. Purpose and Objectives of a Business Plan
 - 10.1.3. Why is a Business Plan Important?
 - 10.1.4. When to Make 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. The Marketing Department
 - 10.2.3.3. Medical Department
 - 10.2.3.4. The Financial Department
 - 10.2.3.5. The 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. Defining Timings
 - 10.3.6. Defining Resources
 - 10.3.7. Establish Results
- 10.4. Business and Marketing Plan
 - 10.4.1. Commercial Resources to Establish a Plan
 - 10.4.2. Choice of the Plan according to 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 Client
 - 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. defensive Plan

- 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. KPI: Objective Performance Indicators
 - 10.8.4. Conclusions
- 10.9. Final Analysis of the Business Plan
 - 10.9.2. Meeting Deadlines
 - 10.9.3. Analysis of Results
 - 10.9.4. 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. Concept of Cross-Cultural Management
 - 11.2.2. Contributions to the Knowledge of National Cultures
 - 11.2.3. Diversity Management
- 11.3. Sustainability
 - 11.3.1. Sustainability and Sustainable Development
 - 11.3.2. The 2030 Agenda
 - 11.3.3. Sustainable Companies



- 11.4. Responsible Management Systems and Tools
 - 11.4.1. CSR: Corporate Social Responsibility
 - 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. Tools and Standards of CSR
- 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 Field 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. Developing High Performance Teams
 - 12.5.1. High-Performance Teams: Self-Managing Teams
 - 12.5.2. Methodologies for Managing High Performance Self-Managed Teams

- 12.6. Change Management
 - 12.6.1. Change Management
 - 12.6.2. Types of Change Management Processes
 - 12.6.3. Stages or Phases in Change Management
- 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 Budgetary Model
 - 13.4.2. The Capital Budget
 - 13.4.3. The Operating Budget
 - 13.4.5. The Cash Budget
 - 13.4.6. Budget Monitoring
- 13.5. Financial Management
 - 13.5.1. The Company's Financial Decisions
 - 13.5.2. The Financial Department
 - 13.5.3. Cash Surpluses
 - 13.5.4. Risks Associated with Financial Management
 - 13.5.5. Risk Management of the Financial 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 Chart
 - 13.6.5. The Working Capital Chart
- 13.7. Corporate Financial Strategy
 - 13.7.1. Corporate Strategy and Sources of Financing
 - 13.7.2. Corporate Financing Financial Products
- 13.8. Strategic Financing
 - 13.8.1. Self-financing
 - 13.8.2. Increase in Shareholder's 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. Commercial Strategy and Planning
 - 14.1.3. The Role of Sales Managers
- 14.2. Marketing
 - 14.2.1. The Concept of Marketing
 - 14.2.2. The Basic Elements of Marketing
 - 14.2.3. Marketing Activities in Companies
- 14.3. Strategic Marketing Management
 - 14.3.1. The Concept of Strategic Marketing
 - 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. Objectives of Digital Marketing and e-Commerce
 - 14.4.2. Digital Marketing and the Media It Uses
 - 14.4.3. E-Commerce. General Context
 - 14.4.4. Categories of e-Commerce
 - 14.4.5. Advantages and Disadvantages of e-Commerce Compared to Traditional Commerce
- 14.5. Digital Marketing to Reinforce a Brand
 - 14.5.1. Online Strategies to Improve Brand Reputation
 - 14.5.2. Branded Content and Storytelling
- 14.6. Digital Marketing to Attract and Retain Customers
 - 14.6.1. Loyalty and Engagement Strategies Using the Internet
 - 14.6.2. Visitor Relationship Management
 - 14.6.3. Hypersegmentation
- 14.7. Digital Campaign Management
 - 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. Problems of Communication
- 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 CEO and their Responsibilities
 - 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



In just 12 months, you will explore the most relevant aspects of competitive strategies, marketing and finance in the pharmaceutical industry"

06

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.



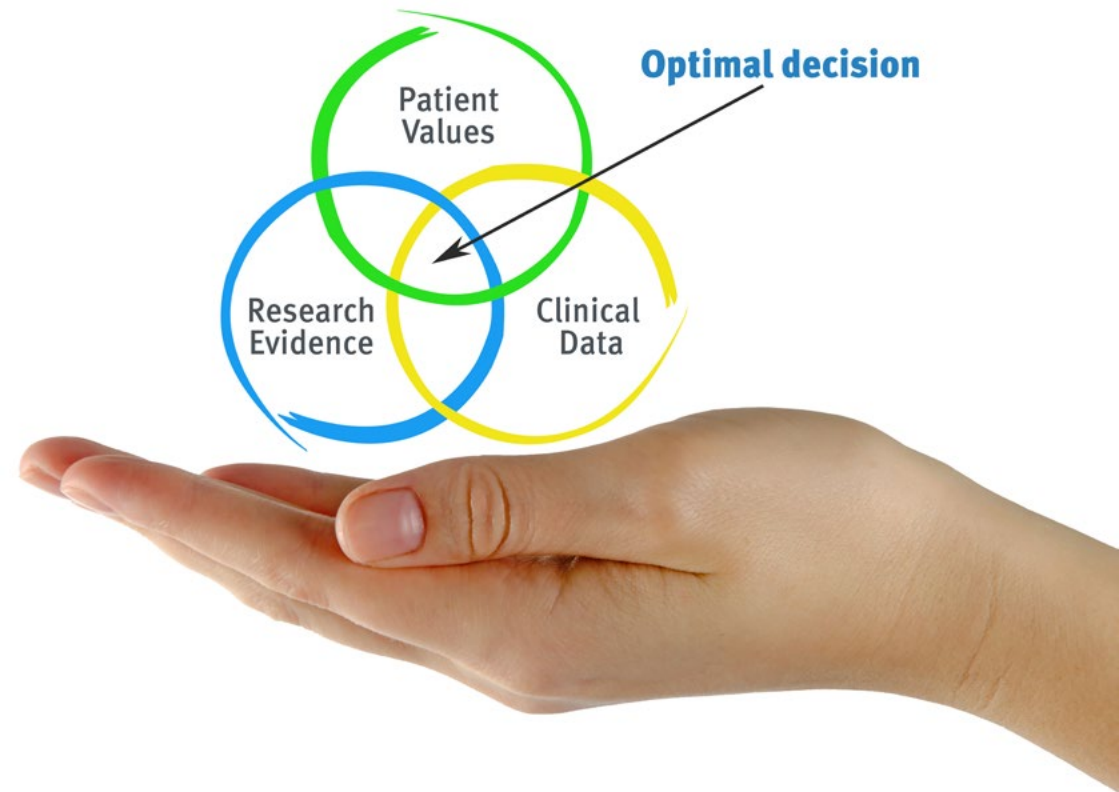
“

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 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

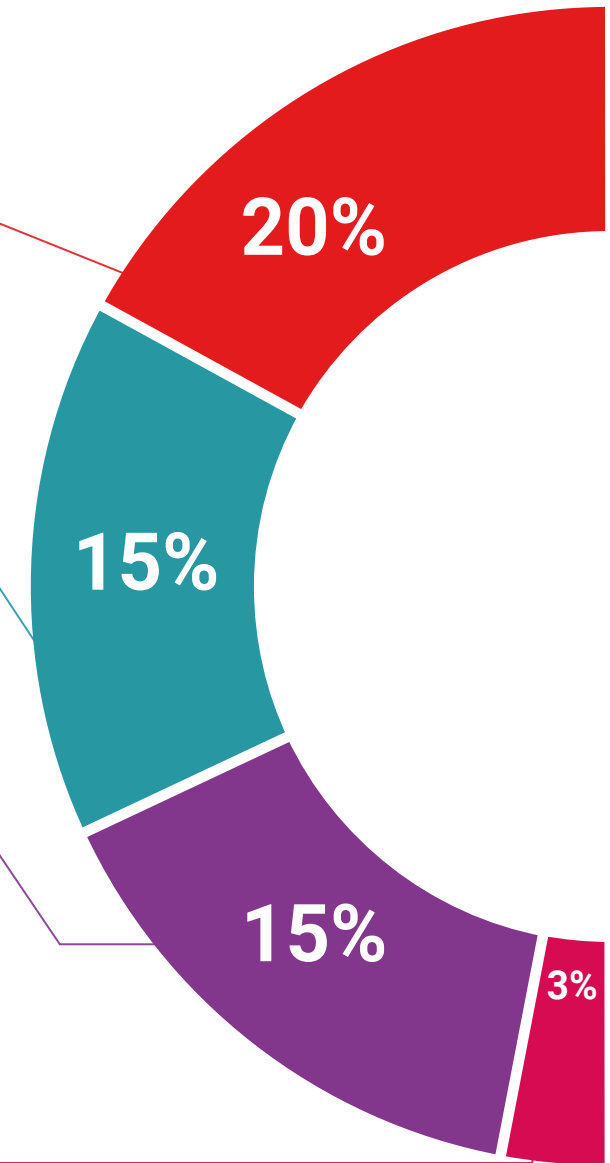
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

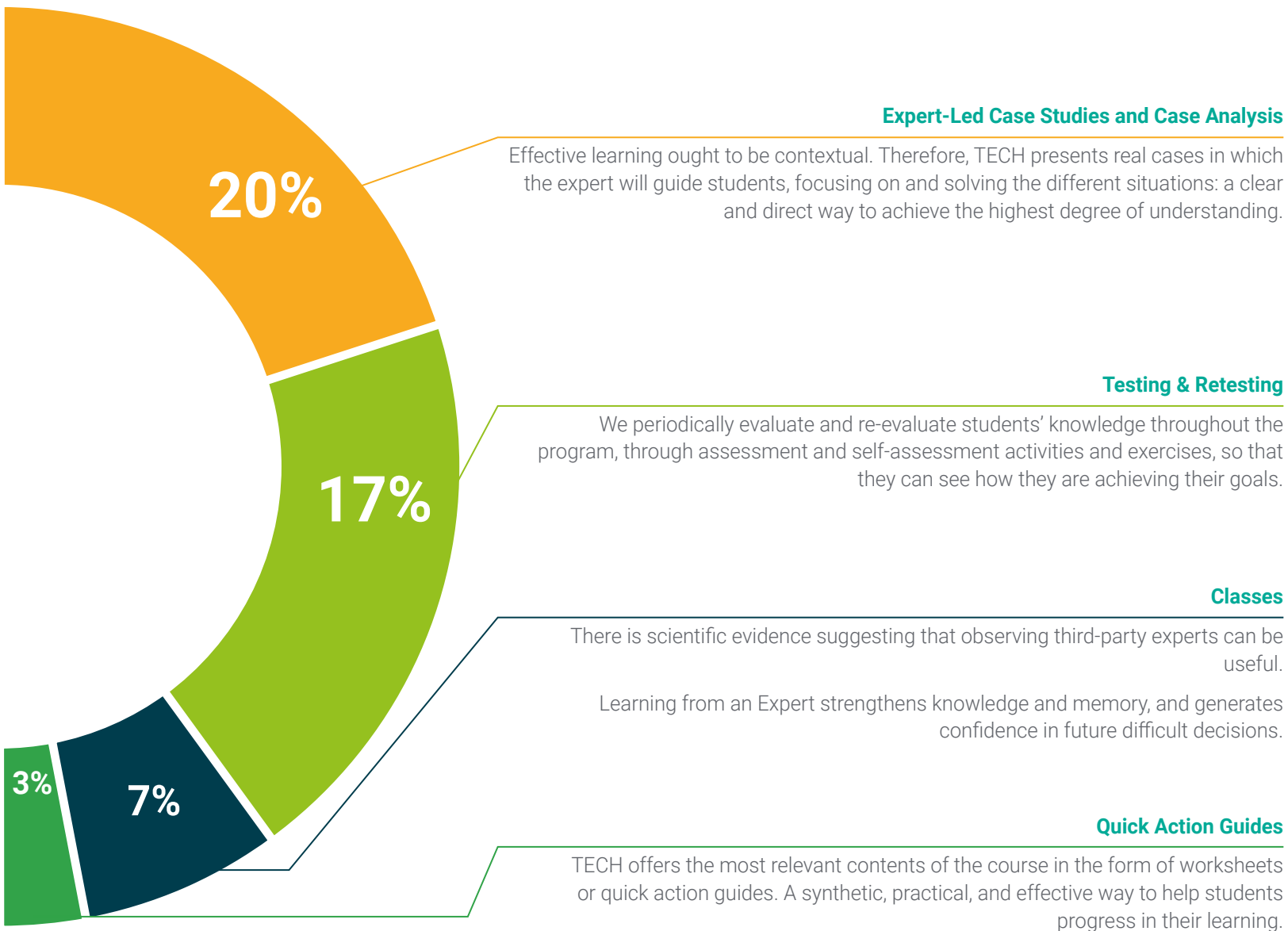
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



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.





07 Certificate

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



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*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 **MBA in Pharma Biotech Business Management for Nursing** for Nursing 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.

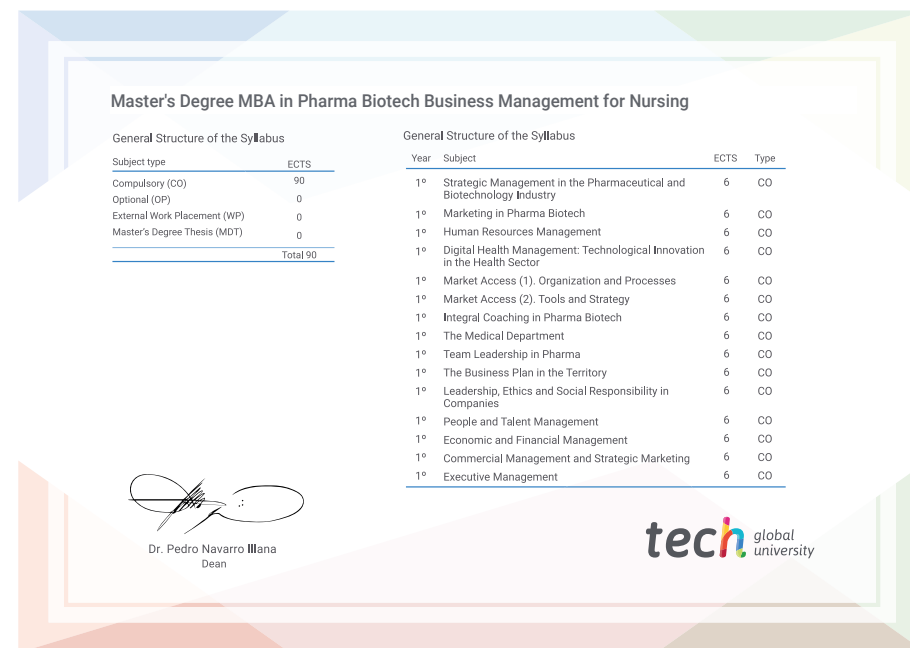
This **TECH Global University** private qualification, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

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

Modality: **online**

Duration: **12 months**

Accreditation: **90 ECTS**





Master's Degree
MBA in Pharma Biotech
Business Management
for Nursing

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Accreditation: 90 ECTS
- » Schedule: at your own pace
- » Exams: online

Master's Degree

MBA in Pharma Biotech
Business Management for
Nursing