Postgraduate Certificate
Leadership and Management of Teams in the Pharmaceutical Industry

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Postgraduate Certificate
Leadership and Management
of Teams in the
Pharmaceutical Industry

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

Website: **www.techtitute.com/us/pharmacy/postgraduate-certificate/leadership-management-teams-pharmaceutical-industry**

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01
Introduction

From the management of a community pharmacy, a project in the pharmaceutical sector or a commercial department in this industry, team management and leadership skills are key. Therefore, it is essential that the pharmacists leading these areas are aware of the improvement of techniques for internal communication, quality control or adaptation to changes. For this reason, TECH has created this 100% online program, which provides the expert with a series of high quality multimedia materials, which will allow them to carry out a complete update on the techniques for the leadership and management of teams in this field. All this, with the best multimedia didactic material and case studies.

Thanks to TECH you will delve into the best leadership approaches applied to the Pharmaceutical Industry"

Excellence in Leadership and Team Management in the Pharmaceutical Industry depends mostly on the careful selection of personnel, the establishment of clear goals, the implementation of effective communication, the monitoring of performance and the correct management of any challenge. For this reason, the application of these strategies will enable pharmaceutical companies to maximize the potential of their teams, drive innovation and stay ahead in a competitive and constantly changing environment.

For this reason, it is important that pharmacists leading their own projects or immersed in large industrial companies are aware of the most advanced techniques for creating a collaborative work environment, attracting new talent or managing product promotion. Leadership and Management of Teams in the Pharmaceutical Industry

A degree that is presented under a 100% online methodology and without classes with schedules, which gives greater freedom to self-manage access time. In this way, the graduate will deepen in the different types of leadership, the definition of objectives, the improvement of internal communication or performance management.

Therefore, the pharmacist is faced with an academic option that provides a real response to up to date their needs, while promoting the development of skills and competencies for team management in an innovative pedagogical format.

This **Postgraduate Certificate in Leadership and Management of Teams in the Pharmaceutical Industry** 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 Pharmacy
- 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

"You will develop effective approaches to recruiting and retaining talent on your team in the Pharmaceutical Industry"

"You will integrate into your team management, much more efficient performance evolution processes"

With this degree you will optimize internal communication in your organization and transmit objectives and changes effectively.

Thanks to this program you will perfect constant feedback to manage and improve your team's performance.
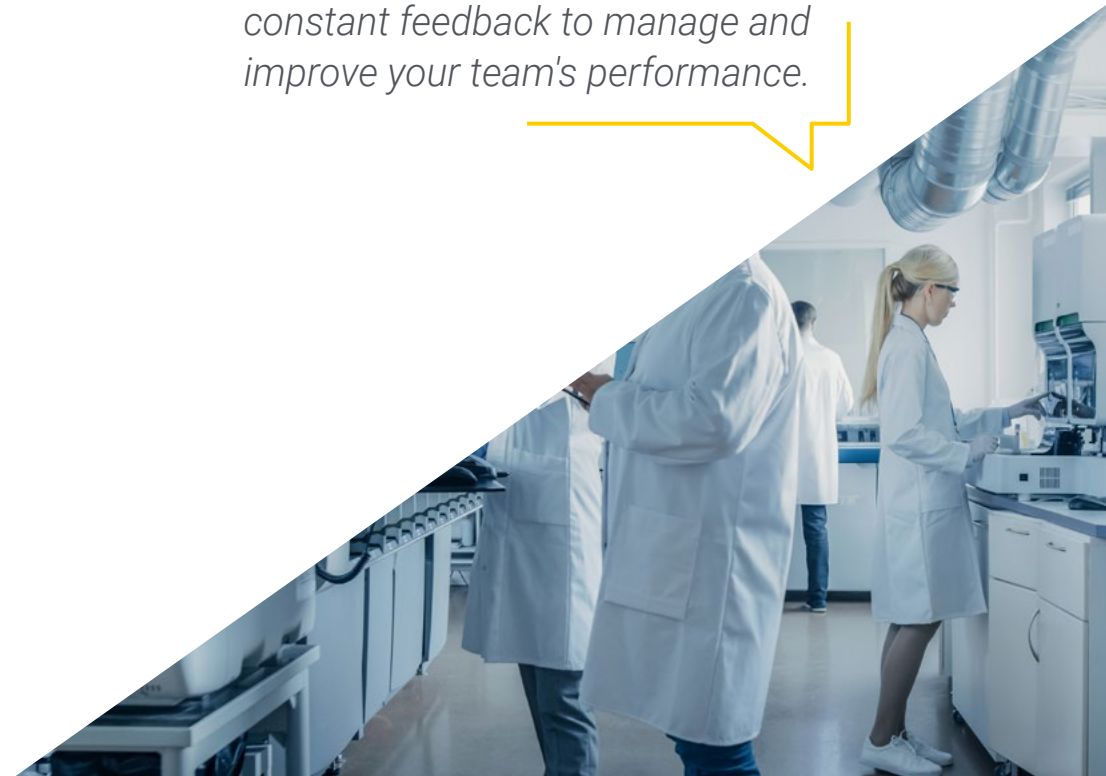
The program's teaching staff includes professionals from the field who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

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

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

02

Objectives

The objective of this Diploma is to offer pharmacists a complete up to date knowledge and skills required to exercise leadership, attract talent and enhance communication between the areas that make up a pharmaceutical company. In this way, the professional will be able to apply appropriate team management techniques for this industry. To this end, TECH provides numerous teaching resources, including case studies, which provide a much more direct and practical vision.

This 100% online diploma course will allow you to effectively update your knowledge from the comfort of your own home"

General Objectives

- Acquire specialized knowledge in the Pharmaceutical Industry
- Delve in the Pharmaceutical Industry
- Delve into the latest developments in the Pharmaceutical Industry
- Understand the structure and operation of the pharmaceutical industry
- Understand the competitive environment of the pharmaceutical industry
- Understand the concepts and methodologies of market research
- Use Market Research technologies and tools
- Develop sales skills specific to the Pharmaceutical Industry
- Understanding the Pharmaceutical Industry Sales Cycle
- Analyze customer behavior and market needs
- Developing leadership skills
- To understand the specific aspects of Management in the Pharmaceutical Industry
- Apply project management techniques
- To understand the principles and fundamentals of Marketing in the Pharmaceutical Industry

Specific Objectives

- Developing leadership skills
- Analyze the specific aspects of Management in the Pharmaceutical Industry
- Apply project management techniques

You will guarantee quality in your company through the definition of standards, management systems and efficient quality control"

03
Course Management

In its commitment to offer a quality up to date process, TECH has carried out a rigorous selection of each of the teachers who are part of this program. For this reason, pharmacists will have the guarantee of receiving content prepared by recognized experts in the Pharmaceutical Industry with a wide and consolidated professional experience in marketing. Likewise, thanks to its proximity, the graduate will be able to resolve any doubts they may have about the content of this program.

The team of professors of this degree is composed of experts who provide you with the most current techniques for talent recruitment and management"

Management

Mr. Calderón, Carlos

- Director of Marketing and Advertising at Industrias Farmacéuticas Puerto Galiano S.A
- Marketing and Advertising Consultant at Experiencia MKT
- Director of Marketing and Advertising at Marco Aldany
- CEO and creative director at C&C Advertising
- Director of Marketing and Advertising at Elsevier
- Creative Director at CPM Consultores de Publicidad y Marketing
- Advertising Technician by the CEV of Madrid

Mr. Expósito Esteban, Alejandro

- Digital Director of Innovation and Business Operation en Merck Group
- Digital and New Technologies Director at McDonals Spain
- Director of Alliances and Channels at Microma The Service Group
- Director of After Sales Services at Pc City Spain S.A.U

Professors

Mr. Puerto Peña, Gustavo

- CEO at Industrias Farmacéuticas Puerto Galiano S.A
- Commercial and Administration Director at Industrias Farmacéuticas Puerto Galiano S.A
- Marketing Director at Industrias Farmacéuticas Puerto Galiano S.A
- Independent Board Members Program by ICADE Business School
- Bachelor's degree in Business Administration and Management from Saint Louis University
- Member of: ANEFP, Farmaindustry, ADEFAM

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

04
Structure and Content

This university degree brings together the most important concepts in the field of Leadership and Team Management in the Pharmaceutical Industry throughout its 6-week duration. In this way, the professional will obtain updated knowledge on the different types of leadership, quality management, change management and internal communication strategies. In this sense, the graduate will receive an innovative content, marked by a didactic methodology that gives them total freedom to coordinate their daily activities with a complete updating process.

"With the Relearning system you will you will be able reduce the long hours of study so frequent in other teaching System"

Module 1. Leadership and Management of Teams in the Pharmaceutical Industry

1.1. Leadership. in the Pharmaceutical Industry
    1.1.1. Leadership trends and challenges
    1.1.2. Transformational Leadership
    1.1.3. Leadership in Risk Management
    1.1.4. Leadership in Continuous Improvement

1.2. Talent Management
    1.2.1. Recruitment strategies
    1.2.2. Profile development
    1.2.3. Research Planning
    1.2.4. Talent Retention

1.3. Team development and training
    1.3.1. Manufacturing Good Practices GMP)
    1.3.2. Development of techniques Skills
    1.3.3. Safety training
    1.3.4. R&D&I Standardization

1.4. Internal Communication Strategies
    1.4.1. Development of a culture of open communication
    1.4.2. Setting Objective and Strategies
    1.4.3. Communication of organizational changes
    1.4.4. Communication of policies and procedures

1.5. Performance Management
    1.5.1. Establishment of clear goals and objectives
    1.5.2. Definition and Performance Indexes
    1.5.3. Continuous feedback
    1.5.4. Performance Evaluation

1.6. Change Management
    1.6.1. Assessment of Changes La Needs
    1.6.2. Effective communication of change
    1.6.3. Creating a Emergencies Plan
    1.6.4. Identification of change leaders

Thanks to this degree you will be aware of the latest developments in the pharmaceutical market, applying the most effective techniques in trend analysis"

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.

"

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

At TECH we use the Case Method

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

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

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

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

The effectiveness of the method is justified by four fundamental achievements:

1. Pharmacists who follow this method not only grasp concepts, but also develop their mental capacity, by evaluating real situations and applying their knowledge.

2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.

3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.

4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

Relearning Methodology

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

Our University is the first in the world to combine the study of clinical cases with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, which represent a real revolution with respect to simply studying and analyzing cases.

Pharmacists 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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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

With this methodology, more than 115,000 pharmacists have been trained with unprecedented success in all clinical specialties, regardless of the surgical load. This pedagogical methodology is developed in a highly demanding environment, with a university student body with a high socioeconomic profile and an average age of 43.5 years.

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 created specifically for the course by specialist pharmacists who will be teaching the course, so that the didactic development is highly specific and accurate.

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.

Video Techniques and Procedures

TECH introduces students to the latest techniques, to the latest educational advances, to the forefront of current pharmaceutical care procedures. All of this, first hand, and explained and detailed with precision to contribute to assimilation and a better 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 unique multimedia content presentation training system was awarded by Microsoft as a "European Success Story".

Additional Reading

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

20%

15%

15%

3%

20%

17%

7%

3%

Expert-Led Case Studies and Case Analysis

Effective learning ought to be contextual. Therefore, we will present you with real case developments in which the expert will guide you through focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.

Testing & Retesting

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

Classes

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

Quick Action Guides

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

06
Certificate

The Postgraduate Certificate in Leadership and Management of Teams in the Pharmaceutical Industry guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.

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

This **Postgraduate Certificate in Leadership and Management of Teams in the Pharmaceutical Industry** contains the most complete and up-to-date scientific program on the market.

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

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

Title: **Postgraduate Certificate in Leadership and Management of Teams in the Pharmaceutical Industry**

Official Nº of hours: **150 h.**

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Awards the following

DIPLOMA

to

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

POSTGRADUATE CERTIFICATE

in

Leadership and Management of Teams in the Pharmaceutical Industry

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

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

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

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

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