

Advanced Master's Degree Senior Management of Pharma Biotech Companies

A M D S M P B C



Advanced Master's Degree Senior Management of Pharma Biotech Companies

- » Modality: online
- » Duration: 2 years
- » Certificate: TECH Global University
- » Accreditation: 120 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/school-of-business/advanced-master-degree/advanced-master-degree-senior-management-pharma-biotech-companies

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01 Welcome

From a professional perspective, holding a position in the Senior Management of Pharma Biotech Companies provides the opportunity to strategically lead an industry in constant evolution, where innovation and research are fundamental pillars. It also provides a dynamic environment that constantly challenges its leaders to find creative solutions to scientific, regulatory and commercial challenges. On a personal level, this position offers the satisfaction of contributing to the advancement of science and the improvement of health globally. And all with the best program, both in content and quality of its faculty, and in a 100% online format that will make it much easier to study. This is a unique opportunity to improve learning.



Advanced Master's Degree in Senior Management of Pharma Biotech Companies
TECH Global University



“

Senior Management in the Pharma Biotech field will give you the opportunity to lead highly qualified multidisciplinary teams, fostering collaboration and professional excellence”

02

Why Study at TECH?

TECH is the world's largest 100% online school of business. It is an elite school of business, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.



“

TECH's value proposition is shaking the foundations of traditional business schools. It offers you the best specialization at the best price”

At TECH Global University



Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"*Microsoft Europe Success Story*", for integrating the innovative, interactive multi-video system.



The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% | of TECH students successfully complete their studies



Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

+100000

executives prepared each year

+200

different nationalities



Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

+500

collaborative agreements with leading companies



Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"



Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.



Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

03

Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.





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We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level”

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of students achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06

Thoroughly develop business projects.

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

20% of our students develop their own business idea.

07

Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08

You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Technological University community.

We give you the opportunity to study with a team of world-renowned teachers.

04 Objectives

The objectives of this Advanced Master's Degree are to specialize leaders prepared to face the specific challenges of the pharmaceutical and biotechnology industry. Therefore, the program will be designed to provide professionals with an in-depth understanding of the scientific, commercial, regulatory and ethical aspects that influence the industry. In addition, graduates will acquire managerial and strategic management skills that will enable them to lead multidisciplinary teams, make evidence-based decisions, and develop innovative strategies for the research, development and commercialization of pharmaceutical and biotechnology products.



“

You will understand global market trends, supply chain management and the promotion of ethical and sustainable business practices. Enroll now!”

TECH makes the goals of their students their own goals too.

Working together to achieve them

This **Advanced Master's Degree in Senior Management of Corporate Sustainability** will enable students to:

01

Define the latest trends in business management, taking into account the globalized environment that governs senior management criteria

04

Encourage the creation of corporate strategies that set the script for the company to follow in order to be more competitive and achieve its own objectives

02

Develop the key leadership skills that should define working professionals

03

Delve into the the sustainability criteria set by international standards when developing a business plan

05

Differentiate the skills required to manage business activities strategically



06

Work more effectively, more agile and aligned with today's new technologies and tools

08

Define the best way to manage the company's Human Resources, achieving a better performance of the same

09

Clarify the economic environment in which the company operates and develop appropriate strategies to anticipate changes

07

Design innovative strategies and policies to improve management and business efficiency

10

Be able to manage the company's economic and financial plan



11

Understand the logistic operations that are necessary in the business environment, so as to manage them appropriately

12

Carry out the Marketing strategy that allows to make the product known to potential clients and to generate an adequate image of the company

13

Be able to develop all the phases of a business idea: Design, Feasibility Plan, Execution, Follow-up

14

Address workload distribution mechanisms of shared resources among several projects

15

Acquire knowledge about the history of strategic management



16

Categorize the different definitions over time

18

Optimize working capital management



19

Understand the different types of healthcare systems, such as public, private/private insurance, and managed health care

17

Evaluate financial efficiency

20

Assess unmet patient needs and chronicity management

21

Understand what market access is and how the need for this function arises in the pharmaceutical industry

24

Review the points to be analyzed in a phase prior to the development of the access plan to know about the environment and competitors

22

Know about the structure, organization and functions of the National Health System



23

Delve into the steps to be followed to plan the market access of a new drug

25

Learn the capabilities and ethics of the coach

26

Understand the essence of coaching and its approach to learning

28

Understand and categorize leadership theories, exploring the leadership process and the different existing styles and models

29

Obtain an effective tool to achieve results

27

Acquire basic knowledge about the fundamental concepts of leadership and its application in the pharmaceutical industry

30

Define unique and differentiated value propositions



05 Skills

This program will provide professionals with a multifaceted and specialized set of competencies designed to meet the unique challenges of the pharmaceutical and biotechnology industry. In this way, graduates will be equipped with strong strategic leadership skills, capable of guiding organizations in a highly regulated and constantly evolving environment. In addition, they will develop a deep understanding of the scientific and technical aspects of the industry, enabling them to make informed decisions about the research, development and commercialization of innovative products. Also, it will also be essential to identify market opportunities, manage risks and meet the highest ethical and regulatory standards.



A grayscale photograph of a hand pointing at a bar chart on a document. The chart has three bars of increasing height. The text 'Profit Trend' is visible on the document. The image is partially obscured by a dark blue diagonal overlay.

“

A 100% online program that will amplify your professional resume with a double university degree, if you meet the official access requirements"

01

Resolve business conflicts and problems between workers

04

Exercise economic and financial control of a company

02

Apply Lean management methodologies

03

Correctly manage teams to improve productivity and, therefore, the company's profits

05

Manage tools and methods for the manipulation and better utilization of data, for the delivery of understandable results to the final recipient



06

Control the company's logistics processes, as well as purchasing and procurement

08

Implement the keys to successful R+D+I management in organizations

09

Apply the most appropriate strategies to support e-commerce of the company's products

07

Delve into the new business models associated with information systems

10

Develop and lead Marketing plans



11

Develop metrics of goal achievement associated with a digital marketing strategy and analyze them in digital dashboards

14

Commit to sustainably developing the company, avoiding environmental impacts

12

Focus on innovation in all processes and areas of the company



13

Lead the different projects of the company, from defining when to prioritize and delay their development within an organization

15

Understand the importance of business ethics

16

Assess environmental sustainability in the business context

18

Ensure regulatory compliance



19

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

17

Optimize the supply chain

20

Analyze the interaction of market access professionals with other departments of the pharmaceutical industry

21

Review the latest trends in drug evaluation (Multi-criteria Analysis) and drug purchasing

24

Elaborate individual action plans with the team members

22

Delve into the economic analysis of a drug, differentiating between partial and complete economic evaluations

23

Understand the phases of the action plan: Accompaniment, Follow-up and Commitment



25

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

26

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

27

Define strategies for plan revision

28

Establish objective indicators of plan achievement



06

Structure and Content

The Advanced Master's Degree in Senior Management of Pharma Biotech Companies will offer a wide range of content, designed to provide a comprehensive understanding of the key aspects of the pharmaceutical and biotechnology industry. Therefore, this academic program will include modules on strategic management, where topics such as business planning, market analysis and strategic decision making in a highly regulated context will be explored. In addition, specific aspects of the sector will be addressed, such as research and product development, supply chain management, pharmaceutical marketing, regulation and compliance.



“

With this 100% online Advanced Master's Degree, you will delve into topics related to innovation and technology in the industry, as well as ethical and social aspects of healthcare”

Syllabus

The Advanced Master's Degree in Senior Management of Pharma Biotech Companies at TECH Global University is an intensive program that prepares students to face challenges and business decisions internationally. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Throughout 3,600 hours of study, students will analyze a multitude of practical cases through individual work, achieving high quality learning that can be applied to their daily practice. It is, therefore, an authentic immersion in real business situations.

This program deals in depth with the main areas of the communication and company and is designed for managers to understand business management from a strategic, international and innovative perspective.

A plan designed for students, focused

on their professional improvement and that prepares them to achieve excellence in the field of communication and business management. A program that understands your needs and those of your company through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the competencies to solve critical situations in a creative and efficient way.

This program takes place over 24 months and is divided into 20 modules:

- Module 1** Leadership, Ethics and Social Responsibility in Companies
- Module 2** Strategic Management and Executive Management
- Module 3** People and Talent Management
- Module 4** Economic and Financial Management
- Module 5** Operations and Logistics Management
- Module 6** Information Systems Management
- Module 7** Commercial Management, Strategic Marketing and Corporate Communications
- Module 8** Market Research, Advertising and Commercial Management
- Module 9** Innovation and Project Management
- Module 10** Executive Management

Module 11	Strategic Management in the Pharmaceutical and Biotechnology Industry
Module 12	Marketing in Pharma Biotech
Module 13	Control, Finance and Operation
Module 14	Digital Health Management: Technological Innovation in the Health Sector
Module 15	.Market Access(1). Organization and Processes
Module 16	.Market Access(2). Tools and Strategy
Module 17	Integral Coaching in Pharma Biotech
Module 18	The Medical Department
Module 19	Team Leadership in Pharma
Module 20	The Business Plan in the Territory

Where, When and How is it Taught?

TECH offers the possibility of developing this Advanced Master's Degree in Senior Management of Pharma Biotech Companies completely online. During the 24 months students will be able to access all the contents of this program at any time, which will allow them to self-manage their study time.

A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.

Module 1. Leadership, Ethics and Social Responsibility in Companies

1.1. Globalization and Governance

- 1.1.1. Governance and Corporate Governance
- 1.1.2. The Fundamentals of Corporate Governance in Companies
- 1.1.3. The Role of the Board of Directors in the Corporate Governance Framework

1.2. Leadership

- 1.2.1. Leadership A Conceptual Approach
- 1.2.2. Leadership in Companies
- 1.2.3. The Importance of Leaders in Business Management

1.3. Cross Cultural Management

- 1.3.1. Cross Cultural Management Concept
- 1.3.2. Contributions to Knowledge of National Cultures
- 1.3.3. Diversity Management

1.4. Management and Leadership Development

- 1.4.1. Concept of Management Development
- 1.4.2. Concept of Leadership
- 1.4.3. Leadership Theories
- 1.4.4. Leadership Styles
- 1.4.5. Intelligence in Leadership
- 1.4.6. The Challenges of Today's Leader

1.5. Business Ethics

- 1.5.1. Ethics and Morality
- 1.5.2. Business Ethics
- 1.5.3. Leadership and Ethics in Companies

1.6. Sustainability

- 1.6.1. Sustainability and Sustainable Development
- 1.6.2. The 2030 Agenda
- 1.6.3. Sustainable Companies

1.7. Corporate Social Responsibility

- 1.7.1. International Dimensions of Corporate Social Responsibility
- 1.7.2. Implementing Corporate Social Responsibility
- 1.7.3. The Impact and Measurement of Corporate Social Responsibility

1.8. Responsible Management Systems and Tools

- 1.8.1. CSR: Corporate Social Responsibility
- 1.8.2. Essential Aspects for Implementing a Responsible Management Strategy
- 1.8.3. Steps for the Implementation of a Corporate Social Responsibility Management System
- 1.8.4. CSR Tools and Standards

1.9. Multinationals and Human Rights

- 1.9.1. Globalization, Multinational Companies and Human Rights
- 1.9.2. Multinational Companies vs. International Law
- 1.9.3. Legal Instruments for Multinationals in the Area of Human Rights

1.10. Legal Environment and Corporate Governance

- 1.10.1. International Rules on Importation and Exportation
- 1.10.2. Intellectual and Industrial Property
- 1.10.3. International Labor Law

Module 2. Strategic Management and Executive Management
2.1. Organizational Analysis and Design

- 2.1.1. Conceptual Framework
- 2.1.2. Key Elements in Organizational Design
- 2.1.3. Basic Organizational Models
- 2.1.4. Organizational Design: Typologies

2.2. Corporate Strategy

- 2.2.1. Competitive Corporate Strategy
- 2.2.2. Types of Growth Strategies
- 2.2.3. Conceptual Framework

2.3. Strategic Planning and Strategy Formulation

- 2.3.1. Conceptual Framework
- 2.3.2. Elements of Strategic Planning
- 2.3.3. Strategy Formulation: Strategic Planning Process

2.4. Strategic Thinking

- 2.4.1. The Company as a System
- 2.4.2. Organization Concept

2.5. Financial Diagnosis

- 2.5.1. Concept of Financial Diagnosis
- 2.5.2. Stages of Financial Diagnosis
- 2.5.3. Assessment Methods for Financial Diagnosis

2.6. Planning and Strategy

- 2.6.1. The Plan from a Strategy
- 2.6.2. Strategic Positioning
- 2.6.3. Strategy in Companies

2.7. Strategy Models and Patterns

- 2.7.1. Conceptual Framework
- 2.7.2. Strategic Models
- 2.7.3. Strategic Patterns: The Five P's of Strategy

2.8. Competitive Strategy

- 2.8.1. The Competitive Advantage
- 2.8.2. Choosing a Competitive Strategy
- 2.8.3. Strategies Based on the Strategic Clock Model
- 2.8.4. Types of Strategies According to the Industrial Sector Life Cycle

2.9. Strategic Management

- 2.9.1. The Concept of Strategy
- 2.9.2. The Process of Strategic Management
- 2.9.3. Approaches in Strategic Management

2.10. Strategy Implementation

- 2.10.1. Indicator Systems and Process Approach
- 2.10.2. Strategic Map
- 2.10.3. Strategic Alignment

2.11. Executive Management

- 2.11.1. Conceptual Framework of Executive Management
- 2.11.2. Executive Management The Role of the Board of Directors and Corporate Management Tools

2.12. Strategic Communication

- 2.12.1. Interpersonal Communication
- 2.12.2. Communication Skills and Influence
- 2.12.3. Internal Communication
- 2.12.4. Barriers to Business Communication

Module 3. People and Talent Management

3.1. Organizational Behavior

- 3.1.1. Organizational Behavior Conceptual Framework
- 3.1.2. Main Factors of Organizational Behavior

3.2. People in Organizations

- 3.2.1. Quality of Work Life and Psychological Well-Being
- 3.2.2. Work Teams and Meeting Management
- 3.2.3. Coaching and Team Management
- 3.2.4. Managing Equality and Diversity

3.3. Strategic People Management

- 3.3.1. Strategic Human Resources Management
- 3.3.2. Strategic People Management

3.4. Evolution of Resources An Integrated Vision

- 3.4.1. The Importance of HR
- 3.4.2. A New Environment for People Management and Leadership
- 3.4.3. Strategic HR Management

3.5. Selection, Group Dynamics and HR Recruitment

- 3.5.1. Approach to Recruitment and Selection
- 3.5.2. Recruitment
- 3.5.3. The Selection Process

3.6. Human Resources Management by Skills

- 3.6.1. Analysis of the Potential
- 3.6.2. Remuneration Policy
- 3.6.3. Career/Succession Planning

3.7. Performance Evaluation and Compliance Management

- 3.7.1. Performance Management
- 3.7.2. Performance Management: Objectives and Process

3.8. Training Management

- 3.8.1. Learning Theories
- 3.8.2. Talent Detection and Retention
- 3.8.3. Gamification and Talent Management
- 3.8.4. Training and Professional Obsolescence

3.9. Talent Management

- 3.9.1. Keys for Positive Management
- 3.9.2. Conceptual Origin of Talent and its Implication in the Company
- 3.9.3. Map of Talent in the Organization
- 3.9.4. Cost and Added Value

3.10. Innovation in Talent and People Management

- 3.10.1. Strategic Talent Management Models
- 3.10.2. Identification, Training and Development of Talent
- 3.10.3. Loyalty and Retention
- 3.10.4. Proactivity and Innovation

3.11. Motivation

- 3.11.1. The Nature of Motivation
- 3.11.2. Expectations Theory
- 3.11.3. Needs Theory
- 3.11.4. Motivation and Financial Compensation

3.12. Employer Branding

- 3.12.1. Employer Branding in HR
- 3.12.2. Personal Branding for HR Professionals

3.13. Developing High Performance Teams

- 3.13.1. High Performance Teams: Self-Managed Teams
- 3.13.2. Methodologies for the Management of High Performance Self-Managed Teams

3.14. Management Skills Development

- 3.14.1. What are Manager Competencies?
- 3.14.2. Elements of Competencies
- 3.14.3. Knowledge
- 3.14.4. Management Skills
- 3.14.5. Attitudes and Values in Managers
- 3.14.6. Managerial Skills

3.15. Time Management

- 3.15.1. Benefits
- 3.15.2. What Can be the Causes of Poor Time Management?
- 3.15.3. Time
- 3.15.4. Time Illusions
- 3.15.5. Attention and Memory
- 3.15.6. State of Mind
- 3.15.7. Time Management
- 3.15.8. Being Proactive
- 3.15.9. Be Clear About the Objective
- 3.15.10. Order
- 3.15.11. Planning

3.16. Change Management

- 3.16.1. Change Management
- 3.16.2. Type of Change Management Processes
- 3.16.3. Stages or Phases in the Change Management Process

3.17. Negotiation and Conflict Management 3.17.1. Negotiation 3.17.2. Conflicts Management 3.17.3. Crisis Management	3.18. Executive Communication 3.18.1. Internal and External Communication in the Corporate Environment 3.18.2. Communication Departments 3.18.3. The Person in Charge of Communication of the Company The Profile of the Dircom	3.19. Human Resources Management and PRL Teams 3.19.1. Management of Human Resources and Teams 3.19.2. Prevention of Occupational Hazards	3.20. Productivity, Attraction, Retention and Activation of Talent 3.20.1. Productivity 3.20.2. Talent Attraction and Retention Levers
3.21. Monetary Compensation Vs. Non-Cash 3.21.1. Monetary Compensation Vs. Non-Cash 3.21.2. Wage Band Models 3.21.3. Non-Cash Compensation Models 3.21.4. Working Model 3.21.5. Corporate Community 3.21.6. Company Image 3.21.7. Emotional Salary	3.22. Innovation in Talent and People Management II 3.22.1. Innovation in Organizations 3.22.2. New Challenges in the Human Resources Department 3.22.3. Innovation Management 3.22.4. Tools for Innovation	3.23. Knowledge and Talent Management 3.23.1. Knowledge and Talent Management 3.23.2. Knowledge Management Implementation	3.24. Transforming Human Resources in the Digital Era 3.24.1. The Socioeconomic Context 3.24.2. New Forms of Corporate Organization 3.24.3. New Methodologies

Module 4. Economic and Financial Management

4.1. Economic Environment 4.1.1. Macroeconomic Environment and the National Financial System 4.1.2. Financial Institutions 4.1.3. Financial Markets 4.1.4. Financial Assets 4.1.5. Other Financial Sector Entities	4.2. Company Financing 4.2.1. Sources of Financing 4.2.2. Types of Financing Costs	4.3. Executive Accounting 4.3.1. Basic Concepts 4.3.2. The Company's Assets 4.3.3. The Company's Liabilities 4.3.4. The Company's Net Worth 4.3.5. The Income Statement	4.4. From General Accounting to Cost Accounting 4.4.1. Elements of Cost Calculation 4.4.2. Expenses in General Accounting and Cost Accounting 4.4.3. Costs Classification
4.5. Information Systems and Business Intelligence 4.5.1. Fundamentals and Classification 4.5.2. Cost Allocation Phases and Methods 4.5.3. Choice of Cost Center and Impact	4.6. Budget and Management Control 4.6.1. The Budget Model 4.6.2. The Capital Budget 4.6.3. The Operating Budget 4.6.5. Treasury Budget 4.6.6. Budget Monitoring	4.7. Treasury Management 4.7.1. Accounting Working Capital and Necessary Working Capital 4.7.2. Calculation of Operating Requirements of Funds 4.7.3. Credit Management	4.8. Corporate Tax Responsibility 4.8.1. Basic Tax Concepts 4.8.2. Corporate Income Tax 4.8.3. Value Added Tax 4.8.4. Other Taxes Related to Commercial with the Mercantile Activity 4.8.5. The Company as a Facilitator of the Work of the of the State

4.9. Systems of Control of Enterprises

- 4.9.1. Analysis of Financial Statements
- 4.9.2. The Company's Balance Sheet
- 4.9.3. The Profit and Loss Statement
- 4.9.4. The Statement of Cash Flows
- 4.9.5. Ratio Analysis

4.10. Financial Management

- 4.10.1. The Company's Financial Decisions
- 4.10.2. Financial Department
- 4.10.3. Cash Surpluses
- 4.10.4. Risks Associated with Financial Management
- 4.10.5. Financial Administration Risk Management

4.11. Financial Planning

- 4.11.1. Definition of Financial Planning
- 4.11.2. Actions to be Taken in Financial Planning
- 4.11.3. Creation and Establishment of the Business Strategy
- 4.11.4. The Cash Flow Table
- 4.11.5. The Working Capital Table

4.12. Corporate Financial Strategy

- 4.12.1. Corporate Strategy and Sources of Financing
- 4.12.2. Financial Products for Corporate Financing

4.13. Macroeconomic Context

- 4.13.1. Macroeconomic Context
- 4.13.2. Relevant Economic Indicators
- 4.13.3. Mechanisms for Monitoring of Macroeconomic Magnitudes
- 4.13.4. Economic Cycles

4.14. Strategic Financing

- 4.14.1. Self-Financing
- 4.14.2. Increase in Equity
- 4.14.3. Hybrid Resources
- 4.14.4. Financing Through Intermediaries

4.15. Money and Capital Markets

- 4.15.1. The Money Market
- 4.15.2. The Fixed Income Market
- 4.15.3. The Equity Market
- 4.15.4. The Foreign Exchange Market
- 4.15.5. The Derivatives Market

4.16. Financial Analysis and Planning

- 4.16.1. Analysis of the Balance Sheet
- 4.16.2. Analysis of the Income Statement
- 4.16.3. Profitability Analysis

4.17. Analysis and Resolution of Cases/Problems

- 4.17.1. Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

Module 5. Operations and Logistics Management

5.1. Operations Direction and Management

- 5.1.1. The Role of Operations
- 5.1.2. The Impact of Operations on the Management of Companies
- 5.1.3. Introduction to Operations Strategy
- 5.1.4. Operations Management

5.2. Industrial Organization and Logistics

- 5.2.1. Industrial Organization Department
- 5.2.2. Logistics Department

5.3. Structure and Types of Production (MTS, MTO, ATO, ETO, etc)

- 5.3.1. Production System
- 5.3.2. Production Strategy
- 5.3.3. Inventory Management System
- 5.3.4. Production Indicators

5.4. Structure and Types of Procurement

- 5.4.1. Function of Procurement
- 5.4.2. Procurement Management
- 5.4.3. Types of Purchases
- 5.4.4. Efficient Purchasing Management of a Company
- 5.4.5. Stages of the Purchase Decision Process

5.5. Economic Control of Purchasing

- 5.5.1. Economic Influence of Purchases
- 5.5.2. Cost Centers
- 5.5.3. Budget
- 5.5.4. Budgeting vs. Actual Expenditure
- 5.5.5. Budgetary Control Tools

5.6. Warehouse Operations Control

- 5.6.1. Inventory Control
- 5.6.2. Location Systems
- 5.6.3. Stock Management Techniques
- 5.6.4. Storage Systems

5.7. Strategic Purchasing Management

- 5.7.1. Business Strategy
- 5.7.2. Strategic Planning
- 5.7.3. Purchasing Strategies

5.8. Typologies of the Supply Chain (SCM)

- 5.8.1. Supply Chain
- 5.8.2. Benefits of Supply Chain Management
- 5.8.3. Logistical Management in the Supply Chain

<p>5.9. Supply Chain Management</p> <ul style="list-style-type: none"> 5.9.1. The Concept of Management of the Supply Chain (SCM) 5.9.2. Supply Chain Costs and Efficiency 5.9.3. Demand Patterns 5.9.4. Operations Strategy and Change 	<p>5.10. Interactions Between the SCM and All Other Departments</p> <ul style="list-style-type: none"> 5.10.1. Interaction of the Supply Chain 5.10.2. Interaction of the Supply Chain Integration by Parts 5.10.3. Supply Chain Integration Problems 5.10.4. Supply Chain 	<p>5.11. Logistics Costs</p> <ul style="list-style-type: none"> 5.11.1. Logistics Costs 5.11.2. Problems with Logistics Costs 5.11.3. Optimizing Logistic Costs 	<p>5.12. Profitability and Efficiency of Logistics Chains: KPIS</p> <ul style="list-style-type: none"> 5.12.1. Logistics Chain 5.12.2. Profitability and Efficiency of the Logistics Chain 5.12.3. Indicators of Profitability and Efficiency of the Supply Chain
<p>5.13. Process Management</p> <ul style="list-style-type: none"> 5.13.1. Process Management 5.13.2. Process-Based Approach: Process Mapping 5.13.3. Improvements in Process Management 	<p>5.14. Distribution and Transportation and Logistics</p> <ul style="list-style-type: none"> 5.14.1. Distribution in the Supply Chain 5.14.2. Transportation Logistics 5.14.3. Geographic Information Systems as a Support to Logistics 	<p>5.15. Logistics and Customers</p> <ul style="list-style-type: none"> 5.15.1. Demand Analysis 5.15.2. Demand and Sales Forecast 5.15.3. Sales and Operations Planning 5.15.4. Participatory Planning, Forecasting and Replenishment Planning (CPFR) 	<p>5.16. International Logistics</p> <ul style="list-style-type: none"> 5.16.1. Export and Import Processes 5.16.2. Customs 5.16.3. Methods and Means of International Payment 5.16.4. International Logistics Platforms
<p>5.17. Outsourcing of Operations</p> <ul style="list-style-type: none"> 5.17.1. Operations Management and Outsourcing 5.17.2. Outsourcing Implementation in Logistics Environments 	<p>5.18. Competitiveness in Operations</p> <ul style="list-style-type: none"> 5.18.1. Operations Management 5.18.2. Operational Competitiveness 5.18.3. Operations Strategy and Competitive Advantages 	<p>5.19. Quality Management</p> <ul style="list-style-type: none"> 5.19.1. Internal and External Customers 5.19.2. Quality Costs 5.19.3. Ongoing Improvement and the Deming Philosophy 	

Module 6. Information Systems Management

6.1. Technological Environment

- 6.1.1. Technology and Globalization
- 6.1.2. Economic Environment and Technology
- 6.1.3. Technological Environment and its Impact on Companies

6.2. Information Systems and Technologies in the Enterprise

- 6.2.1. The Evolution of the IT Model
- 6.2.2. Organization and IT Departments
- 6.2.3. Information Technology and Economic Environment

6.3. Corporate Strategy and Technology Strategy

- 6.3.1. Creating Value for Customers and Shareholders
- 6.3.2. Strategic IS/IT Decisions
- 6.3.3. Corporate Strategy Vs. Technology and Digital Strategy

6.4. Information Systems Management

- 6.4.1. Corporate Governance of Technology and Information Systems
- 6.4.2. Management of Information Systems in Companies
- 6.4.3. Expert Managers in Information Systems: Roles and Functions

6.5. Information Technology Strategic Planning

- 6.5.1. Information Systems and Corporate Strategy
- 6.5.2. Strategic Planning of Information Systems
- 6.5.3. Phases of Information Systems Strategic Planning

6.6. Information Systems for Decision-Making

- 6.6.1. Business Intelligence
- 6.6.2. Data Warehouse
- 6.6.3. BSC or Balanced Scorecard

6.7. Exploring the Information

- 6.7.1. SQL: Relational Databases Basic Concepts
- 6.7.2. Networks and Communications
- 6.7.3. Operational System: Standardized Data Models
- 6.7.4. Strategic System: OLAP, Multidimensional Model and Graphical Dashboards
- 6.7.5. Strategic DB Analysis and Report Composition

6.8. Enterprise Business Intelligence

- 6.8.1. The World of Data
- 6.8.2. Relevant Concepts
- 6.8.3. Main Characteristics
- 6.8.4. Solutions in Today's Market
- 6.8.5. Overall Architecture of a BI Solution
- 6.8.6. Cybersecurity in BI and Data Science

6.9. New Business Concept

- 6.9.1. Why BI
- 6.9.2. Obtaining Information
- 6.9.3. BI in the Different Departments of the Company
- 6.9.4. Reasons to Invest in BI

6.10. BI Tools and Solutions

- 6.10.1. How to Choose the Best Tool?
- 6.10.2. Microsoft Power BI, MicroStrategy and Tableau
- 6.10.3. SAP BI, SAS BI and Qlikview
- 6.10.4. Prometheus

6.11. BI Project Planning and Management

- 6.11.1. First Steps to Define a BI Project
- 6.11.2. BI Solution for the Company
- 6.11.3. Requirements and Objectives

6.12. Corporate Management Applications

- 6.12.1. Information Systems and Corporate Management
- 6.12.2. Applications for Corporate Management
- 6.12.3. Enterprise Resource Planning or ERP Systems

6.13. Digital Transformation

- 6.13.1. Conceptual Framework of Digital Transformation
- 6.13.2. Digital Transformation; Key Elements, Benefits and Drawbacks
- 6.13.3. Digital Transformation in Companies

6.14. Technology and Trends

- 6.14.1. Main Trends in the Field of Technology that are Changing Business Models
- 6.14.2. Analysis of the Main Emerging Technologies

6.15. IT Outsourcing

- 6.15.1. Conceptual Framework of Outsourcing
- 6.15.2. IT Outsourcing and its Impact on the Business
- 6.15.3. Keys to Implement Corporate IT Outsourcing Projects

Module 7. Commercial Management, Strategic Marketing and Corporate Communication
7.1. Commercial Management

- 7.1.1. Conceptual Framework of Commercial Management
- 7.1.2. Business Strategy and Planning
- 7.1.3. The Role of Sales Managers

7.2. Marketing

- 7.2.1. The Concept of Marketing
- 7.2.2. Basic Elements of Marketing
- 7.2.3. Marketing Activities of the Company

7.3. Strategic Marketing Management

- 7.3.1. The Concept of Strategic Marketing
- 7.3.2. Concept of Strategic Marketing Planning
- 7.3.3. Stages in the Process of Strategic Marketing Planning

7.4. Digital Marketing and E-Commerce

- 7.4.1. Digital Marketing and E-Commerce Objectives
- 7.4.2. Digital Marketing and Media Used
- 7.4.3. E-Commerce General Context
- 7.4.4. Categories of E-Commerce
- 7.4.5. Advantages and Disadvantages of E-Commerce Versus Traditional Commerce

7.5. Managing Digital Business

- 7.5.1. Competitive Strategy in the Face of the Growing Digitalization of the Media
- 7.5.2. Design and Creation of a Digital Marketing Plan
- 7.5.3. ROI Analysis in a Digital Marketing Plan

7.6. Digital Marketing to Reinforce the Brand

- 7.6.1. Online Strategies to Improve Your Brand's Reputation
- 7.6.2. Branded Content and Storytelling

7.7. Digital Marketing Strategy

- 7.7.1. Defining the Digital Marketing Strategy
- 7.7.2. Digital Marketing Strategy Tools

7.8. Digital Marketing to Attract and Retain Customers

- 7.8.1. Loyalty and Engagement Strategies Through the Internet
- 7.8.2. Visitor Relationship Management
- 7.8.3. Hypersegmentation

7.9. Managing Digital Campaigns

- 7.9.1. What is a Digital Advertising Campaign?
- 7.9.2. Steps to Launch an Online Marketing Campaign
- 7.9.3. Mistakes in Digital Advertising Campaigns

7.10. Online Marketing Plan

- 7.10.1. What is an Online Marketing Plan?
- 7.10.2. Steps to Create an Online Marketing Plan
- 7.10.3. Advantages of Having an Online Marketing Plan

7.11. Blended Marketing

- 7.11.1. What is Blended Marketing?
- 7.11.2. Differences Between Online and Offline Marketing
- 7.11.3. Aspects to be Taken into Account in the Blended Marketing Strategy
- 7.11.4. Characteristics of a Blended Marketing Strategy
- 7.11.5. Recommendations in Blended Marketing
- 7.11.6. Benefits of Blended Marketing

7.12. Sales Strategy

- 7.12.1. Sales Strategy
- 7.12.2. Sales Methods

7.13. Corporate Communication

- 7.13.1. Concept
- 7.13.2. The Importance of Communication in the Organization
- 7.13.3. Type of Communication in the Organization
- 7.13.4. Functions of Communication in the Organization
- 7.13.5. Components of Communication
- 7.13.6. Communication Problems
- 7.13.7. Communication Scenarios

7.14. Corporate Communication Strategy

- 7.14.1. Motivational Programs, Social Action, Participation and Training with HR
- 7.14.2. Internal Communication Tools and Supports
- 7.14.3. Internal Communication Plan

7.15. Digital Communication and Reputation

- 7.15.1. Online Reputation
- 7.15.2. How to Measure Digital Reputation?
- 7.15.3. Online Reputation Tools
- 7.15.4. Online Reputation Report
- 7.15.5. Online Branding

Module 8. Market Research, Advertising and Commercial Management

8.1. Market Research

- 8.1.1. Marketing Research: Historical Origin
- 8.1.2. Analysis and Evolution of the Conceptual Framework of Marketing Research
- 8.1.3. Key Elements and Value Contribution of Market Research

8.2. Quantitative Research Methods and Techniques

- 8.2.1. Sample Size
- 8.2.2. Sampling
- 8.2.3. Types of Quantitative Techniques

8.3. Qualitative Research Methods and Techniques

- 8.3.1. Types of Qualitative Research
- 8.3.2. Qualitative Research Techniques

8.4. Market Segmentation

- 8.4.1. Market Segmentation Concept
- 8.4.2. Utility and Segmentation Requirements
- 8.4.3. Consumer Market Segmentation
- 8.4.4. Industrial Market Segmentation
- 8.4.5. Segmentation Strategies
- 8.4.6. Segmentation Based on Marketing - Mix Criteria
- 8.4.7. Market Segmentation Methodology

8.5. Research Project Management

- 8.5.1. Market Research as a Process
- 8.5.2. Planning Stages in Market Research
- 8.5.3. Stages of Market Research Implementation
- 8.5.4. Managing a Research Project

8.6. International Market Research

- 8.6.1. International Market Research
- 8.6.2. International Market Research Process
- 8.6.3. The Importance of Secondary Sources in International Market Research

8.7. Feasibility Studies

- 8.7.1. Concept and Usefulness
- 8.7.2. Outline of a Feasibility Study
- 8.7.3. Development of a Feasibility Study

8.8. Publicity

- 8.8.1. Historical Background of Advertising
- 8.8.2. Conceptual Framework of Advertising; Principles, Concept of Briefing and Positioning
- 8.8.3. Advertising Agencies, Media Agencies and Advertising Professionals
- 8.8.4. Importance of Advertising in Business
- 8.8.5. Advertising Trends and Challenges

8.9. Developing the Marketing Plan

- 8.9.1. Marketing Plan Concept
- 8.9.2. Situation Analysis and Diagnosis
- 8.9.3. Strategic Marketing Decisions
- 8.9.4. Operational Marketing Decisions

8.10. Promotion and Merchandising Strategies

- 8.10.1. Integrated Marketing Communication
- 8.10.2. Advertising Communication Plan
- 8.10.3. Merchandising as a Communication Technique

8.11. Media Planning

- 8.11.1. Origin and Evolution of Media Planning
- 8.11.2. Media
- 8.11.3. Media Plan

8.12. Fundamentals of Commercial Management

- 8.12.1. The Role of Commercial Management
- 8.12.2. Systems of Analysis of the Company/Market Commercial Competitive Situation
- 8.12.3. Commercial Planning Systems of the Company
- 8.12.4. Main Competitive Strategies

8.13. Commercial Negotiation

- 8.13.1. Commercial Negotiation
- 8.13.2. Psychological Issues in Negotiation
- 8.13.3. Main Negotiation Methods
- 8.13.4. The Negotiation Process

8.14. Decision-Making in Commercial Management

- 8.14.1. Commercial Strategy and Competitive Strategy
- 8.14.2. Decision Making Models
- 8.14.3. Decision-Making Analytics and Tools
- 8.14.4. Human Behavior in Decision Making

8.15. Leadership and Management of the Sales Network

- 8.15.1. Sales Management Sales Management
- 8.15.2. Networks Serving Commercial Activity
- 8.15.3. Salesperson Recruitment and Training Policies
- 8.15.4. Remuneration Systems for Own and External Commercial Networks
- 8.15.5. Management of the Commercial Process Control and Assistance to the Work of the Sales Representatives Based on the Information

8.16. Implementing the Commercial Function

- 8.16.1. Recruitment of Own Sales Representatives and Sales Agents
- 8.16.2. Controlling Commercial Activity
- 8.16.3. The Code of Ethics of Sales Personnel
- 8.16.4. Compliance with Legislation
- 8.16.5. Generally Accepted Standards of Business Conduct

8.17. Key Account Management

- 8.17.1. Concept of Key Account Management
- 8.17.2. The Key Account Manager
- 8.17.3. Key Account Management Strategy

8.18. Financial and Budgetary Management

- 8.18.1. The Break-Even Point
- 8.18.2. The Sales Budget Control of Management and of the Annual Sales Plan
- 8.18.3. Financial Impact of Strategic Sales Decisions
- 8.18.4. Cycle Management, Turnover, Profitability and Liquidity
- 8.18.5. Income Statement

Module 9. Innovation and Project Management

9.1. Innovation

- 9.1.1. Introduction to Innovation
- 9.1.2. Innovation in the Entrepreneurial Ecosystem
- 9.1.3. Instruments and Tools for the Business Innovation Process

9.2. Innovation Strategy

- 9.2.1. Strategic Intelligence and Innovation
- 9.2.2. Innovation from Strategy

9.3. Project Management for Startups

- 9.3.1. Startup Concept
- 9.3.2. Lean Startup Philosophy
- 9.3.3. Stages of Startup Development
- 9.3.4. The Role of a Project Manager in a Startup

9.4. Business Model Design and Validation

- 9.4.1. Conceptual Framework of a Business Model
- 9.4.2. Business Model Design and Validation

9.5. Project Management

- 9.5.1. Project Management: Identification of Opportunities to Develop Corporate Innovation Projects
- 9.5.2. Main stages or Phases in the Direction and Management of Innovation Projects

9.6. Project Change Management: Training Management

- 9.6.1. Concept of Change Management
- 9.6.2. The Change Management Process
- 9.6.3. Change Implementation

9.7. Project Communication Management

- 9.7.1. Project Communications Management
- 9.7.2. Key Concepts for Project Communications Management
- 9.7.3. Emerging Trends
- 9.7.4. Adaptations to Equipment
- 9.7.5. Planning Communications Management
- 9.7.6. Manage Communications
- 9.7.7. Monitoring Communications

9.8. Traditional and Innovative Methodologies

- 9.8.1. Innovative Methodologies
- 9.8.2. Basic Principles of Scrum
- 9.8.3. Differences between the Main Aspects of Scrum and Traditional Methodologies

9.9. Creation of a Startup

- 9.9.1. Creation of a Startup
- 9.9.2. Organization and Culture
- 9.9.3. Top Ten Reasons Why Startups Fail
- 9.9.4. Legal Aspects

9.10. Project Risk Management Planning

- 9.10.1. Risk Planning
- 9.10.2. Elements for Creating a Risk Management Plan
- 9.10.3. Tools for Creating a Risk Management Plan
- 9.10.4. Content of the Risk Management Plan

Module 10. Executive Management

10.1. General Management

- 10.1.1. The Concept of General Management
- 10.1.2. The General Manager's Action
- 10.1.3. The CEO and their Responsibilities
- 10.1.4. Transforming the Work of Management

10.2. Manager Functions: Organizational Culture and Approaches

- 10.2.1. Manager Functions: Organizational Culture and Approaches

10.3. Operations Management

- 10.3.1. The Importance of Management
- 10.3.2. Value Chain
- 10.3.3. Quality Management

10.4. Public Speaking and Spokesperson Education

- 10.4.1. Interpersonal Communication
- 10.4.2. Communication Skills and Influence
- 10.4.3. Communication Barriers

10.5. Personal and Organizational Communications Tools

- 10.5.1. Interpersonal Communication
- 10.5.2. Interpersonal Communication Tools
- 10.5.3. Communication in the Organization
- 10.5.4. Tools in the Organization

10.6. Communication in Crisis Situations

- 10.6.1. Crisis
- 10.6.2. Phases of the Crisis
- 10.6.3. Messages: Contents and Moments

10.7. Preparation of a Crisis Plan

- 10.7.1. Analysis of Possible Problems
- 10.7.2. Planning
- 10.7.3. Adequacy of Personnel

10.8. Emotional Intelligence

- 10.8.1. Emotional Intelligence and Communication
- 10.8.2. Assertiveness, Empathy, and Active Listening
- 10.8.3. Self-Esteem and Emotional Communication

10.9. Personal Branding

- 10.9.1. Strategies to Develop Personal Branding
- 10.9.2. Personal Branding Laws
- 10.9.3. Tools for Creating Personal Brands

10.10. Leadership and Team Management

- 10.10.1. Leadership and Leadership Styles
- 10.10.2. Leader Capabilities and Challenges
- 10.10.3. Managing Change Processes
- 10.10.4. Managing Multicultural Teams

Module 11. Strategic Management in the Pharmaceutical and Biotechnology Industry

11.1. Go-to-Market Strategies

- 11.1.1. Market Research
- 11.1.2. Strategic Partners
- 11.1.3. Most Used Strategies
- 11.1.4. Monitoring and Adaptation

11.2. Strategic Management in the Pharmaceutical Company

- 11.2.1. Management Levels
- 11.2.2. Innovation
- 11.2.3. Portfolio
- 11.2.4. Acquisition

11.3. Creating Corporate Value

- 11.3.1. The 6 Types of Value Generation in the Company
- 11.3.2. Performance in the Company
- 11.3.3. Examples From the Sector
- 11.3.4. Conclusions

11.4. The Pharmaceutical and Biotechnology Business Environment

- 11.4.1. VUCA Environment
- 11.4.2. PESTEL Analysis
- 11.4.3. M. Porter's 5 Forces Analysis

- 11.4.4. DAFO Analysis

11.5. Internal Analysis

- 11.5.1. Analysis of the Value Chain
- 11.5.2. Analysis of Skills and Resources
- 11.5.3. VRIO Analysis
- 11.5.4. Conclusions

11.6. Strategies of the Strategic Business Unit

- 11.6.1. The Strategic Business Unit
- 11.6.2. Competitive Advantage
- 11.6.3. Types of Strategies According to their Competitive Advantage
- 11.6.4. Conclusions

11.7. Corporate Strategy and Diversification

- 11.7.1. Corporate Strategy
- 11.7.2. Business Portfolio Strategy
- 11.7.3. Growth Strategy
- 11.7.4. Most Used Strategies

11.8. Internationalization Strategies

- 11.8.1. International Strategy of a Company
- 11.8.2. The Globalization of the Economy
- 11.8.3. Risks of Internationalization
- 11.8.4. Benefits of Internalization

11.9. Strategic Alliances, Takeovers and Mergers

- 11.9.1. External vs. Internal Growth Strategy
- 11.9.2. Partnerships in the Pharmaceutical Industry
- 11.9.3. Mergers in the Sector
- 11.9.4. Sector Acquisitions

11.10. Ethics and Corporate Social Responsibility

- 11.10.1. Business Ethics
- 11.10.2. Environmental Sustainability
- 11.10.3. Social Responsibility
- 11.10.4. Sustainable Ecology

Module 12. Marketing in Pharma Biotech

12.1. Omnichannel, Impacts and Engagement

- 12.2.1. Impact Marketing
- 12.2.2. General Channels and Social Networks
- 12.2.3. Community Management:
- 12.2.4. E-Detailing and CRM in the Digital Environment
- 12.2.5. Programmed Advertising
- 12.2.6. Analytics and Business Indicators

12.2. Segmentation, Positioning and Targeting

- 12.2.1. Segmentation
- 12.2.2. The Positioning Map
- 12.2.3. Targeting
- 12.2.4. Conclusions

12.3. Market Research

- 12.3.1. The Marketing System
- 12.3.2. Information Collection
- 12.3.3. Research Process
- 12.3.4. Conclusions

12.4. Brand Management and Neuromarketing

- 12.4.1. Branding
- 12.4.2. Branding Types
- 12.4.3. Neuromarketing and its Application in the Pharmaceutical Industry
- 12.4.4. Conclusions

12.5. Digital Marketing Plan

- 12.5.1. Integrating Digital Marketing into the Global Marketing Strategy
- 12.5.2. Community Manager
- 12.5.3. Digital Marketing Plan
- 12.5.4. Target Audience

12.6. E-Commerce

- 12.6.1. Conversion Funnel
- 12.6.2. E-Commerce Promotion
- 12.6.3. Metrics
- 12.6.4. E-Commerce Platforms

12.7. Digital Strategies

- 12.7.1. Social Media Strategies Co-Creation of Content
- 12.7.2. Content Marketing and Influencers
- 12.7.3. Digital Marketing to Support Leadership of The Therapeutic Area
- 12.7.4. Patient Association

12.8. Design of Digital Programs

- 12.8.1. Definition of Objectives
- 12.8.2. Brand Strategy Support Programs: Disease Awareness, Switching and Engagement
- 12.8.3. Digital Marketing and Sales Network
- 12.8.4. Target

12.9. Data Analytics and Artificial Intelligence

- 12.9.1. Big Data Applications in the Pharmaceutical Industry
- 12.9.2. Artificial Intelligence Tools as Diagnostic Support
- 12.9.3. Artificial Intelligence Tools to Support Patient Management
- 12.9.4. Latest Innovations

12.10. Other Technologies

- 12.10.1. Electronic Records and Data Collection of Information
- 12.10.2. Web 3.0 and New Trends in the Token Economy Impact on Pharmaceutical Industry
- 12.10.3. Virtual, Augmented and Mixed Reality
- 12.10.4. Metaverse

Module 13. Human Resources Management**13.1. Personnel Selection**

- 13.1.1. Recruitment Process
- 13.1.2. Resume Evaluation
- 13.1.3. Interviews Selection
- 13.1.4. Aptitude Tests and Psychometric Evaluations

13.2. Compensation and Benefits

- 13.2.1. Design of Compensation Systems
- 13.2.2. Development of Variable Compensation
- 13.2.3. Benefits Design
- 13.2.4. Emotional Salary

13.3. Performance Management

- 13.3.1. Performance Evaluation
- 13.3.2. Talent and Improvement Programs
- 13.3.3. Feedback Meetings
- 13.3.4. Talent Retention and Loyalty Programs

13.4. Emotional Intelligence in the Work Environment

- 13.4.1. Emotional Awareness
- 13.4.2. Emotional Management
- 13.4.3. Empathy at Work
- 13.4.4. Social Skills and Collaboration

13.5. Training and Continuous Development

- 13.5.1. Career Plans
- 13.5.2. Specific Skills Development
- 13.5.3. Internal Promotion and Growth Opportunities
- 13.5.4. Job Adaptation

13.6. Team Management and Leadership

- 13.6.1. Effective Team Establishment
- 13.6.2. Inspirational Leadership
- 13.6.3. Effective Communication
- 13.6.4. Conflict Resolution

13.7. Organizational Adaptability and Flexibility

- 13.7.1. Change Management
- 13.7.2. Flexibility in Labor Policies
- 13.7.3. Innovation in Human Resources
- 13.7.4. Adaptation to New Technologies

13.8. Diversity and Inclusion in the Workplace

- 13.8.1. Diversity Promotion
- 13.8.2. Equal Opportunity
- 13.8.3. Creating Inclusive Environments
- 13.8.4. Diversity Awareness and Training

13.9. Positive Psychology at Work

- 13.9.1. Positive Organizational Culture
- 13.9.2. Workplace Well-Being
- 13.9.3. Promotion of Positive Attitudes
- 13.9.4. Resilience and Coping in the Workplace

13.10. Technology and Human Resources

- 13.10.1. Automation in Human Resources Processes
- 13.10.2. Data Analysis for Decision Making
- 13.10.3. Human Resources Management Tools
- 13.10.4. Cybersecurity and Personal Data Protection

Module 14. Digital Health Management: Technological Innovation in the Health Sector

14.1. Hospital Information Systems

- 14.1.1. Implementation
- 14.1.2. Hospital Information Systems Management
- 14.1.3. Electronic Medical Records
- 14.1.4. Information Systems Interoperability

14.2. Telemedicine and Digital Health

- 14.2.1. Remote Medical Consultations
- 14.2.2. Tele-Monitoring Platforms
- 14.2.3. Patient Monitoring
- 14.2.4. Mobile Health and Wellness Applications

14.3. Big Data and Data Analysis in Healthcare

- 14.3.1. Management and Analysis of Large Volumes of Healthcare Data
- 14.3.2. Use of Predictive Analytics for Decision Making
- 14.3.3. Privacy
- 14.3.4. Health Data Security

14.4. Artificial Intelligence and Machine Learning in Healthcare

- 14.4.1. Artificial Intelligence Applications in Medical Diagnostics
- 14.4.2. Machine Learning Algorithms for Pattern Detection
- 14.4.3. Chatbots
- 14.4.4. Virtual Assistants in Medical Care

14.5. The Internet of Things (IoT) in Health

- 14.5.1. Connected Medical Devices and Remote Monitoring
- 14.5.2. Intelligent Hospital Infrastructures
- 14.5.3. IoT Applications in Inventory Management
- 14.5.4. Supplies

14.6. Cybersecurity in Healthcare

- 14.6.1. Health Data Protection and Regulatory Compliance
- 14.6.2. Prevention of Cyber Attacks
- 14.6.3. Ransomware
- 14.6.4. Security Audits and Incident Management

14.7. Virtual Reality (RV) and Augmented Reality(RA) in Medicine

- 14.7.1. Medical Training Using VR Simulators
- 14.7.2. AR Applications in Assisted Surgery
- 14.7.3. Surgical Guides
- 14.7.4. VR Therapy and Rehabilitation

14.8. Robotics in Medicine

- 14.8.1. Use of Surgical Robots In Medical Procedures
- 14.8.2. Task Automation in Hospitals and Laboratories
- 14.8.3. Prosthesis
- 14.8.4. Robotic Assistance In Rehabilitation

14.9. Medical Images Analysis

- 14.9.1. Medical Image Processing and Computational Analysis
- 14.9.2. Computer-Aided Image Diagnosis
- 14.9.3. Real-Time Medical Imaging
- 14.9.4. 3D

14.10. Blockchain in Healthcare

- 14.10.1. Security and Traceability of Health Data with Blockchain
- 14.10.2. Exchange of Medical Information between Institutions
- 14.10.3. Management of Informed Consent
- 14.10.4. Privacy

Module 15. (market access) (1). Organization and Processes**15.1. Market Access In the Pharmaceutical Industry**

- 15.1.1. What Do We Mean By Market Access?
- 15.1.2. Why Is a Market Access Department Necessary?
- 15.1.3. Market Access Department Functions
- 15.1.4. Conclusions

15.2. Authorization and Registration of New Medicines

- 15.2.1. Health Authorities
- 15.2.2. European Medicines Agency (EMA)
- 15.2.3. Ministry of Health
- 15.2.4. New Drug Marketing Authorization Process: Centralized, Decentralized and Mutual Recognition Processes

15.3. Evaluation of New Drugs

- 15.3.1. Health Technology Assessment Agencies
- 15.3.2. International
- 15.3.3. Europe
- 15.3.4. Therapeutic Positioning Reports (TPR)
- 15.3.5. Decision Makers and Influencers

15.4. Other New Drug Evaluations

- 15.4.1. GENESIS Group Evaluations
- 15.4.2. Regional Evaluations
- 15.4.3. Evaluations in Hospital Pharmacies: Pharmacy and Therapeutics Committees
- 15.4.4. Other Evaluations

15.5. From Drug Approval to Availability to The Patient

- 15.5.1. New Drug Pricing and Reimbursement Application Process
- 15.5.2. Marketing and Financing Conditions
- 15.5.3. Procedure for Access to Medicines at Hospital Level
- 15.5.4. Access Procedure for Drugs Dispensed in Street Pharmacies
- 15.5.5. Access to Generic and Biosimilar Drugs

15.6. Drug Financing

- 15.6.1. Traditional Versus New Financing Schemes
- 15.6.2. Innovative Agreements
- 15.6.3. Risk Sharing Agreements (RSAs)
- 15.6.4. Types of RSA
- 15.6.5. Criteria for RSA Selection

15.7. Drug Purchasing Process

- 15.7.1. Public Contracting
- 15.7.2. Centralized Purchasing of Medicines and Health Products
- 15.7.3. Framework Agreements
- 15.7.4. Conclusions

15.8. Market Access Department (1) Professional Profiles

- 15.8.1. Evolution of the Market Access Professional Profiles
- 15.8.2. Professional Profiles in Market Access
- 15.8.3. Market Access Manager
- 15.8.4. Pharmacoeconomics
- 15.8.5. Pricing
- 15.8.6. Key Account Manager

15.9. Market Access Department (2) Interaction with Other Departments of the Pharmaceutical Industry

- 15.9.1. Marketing and Sales
- 15.9.2. Medical Department
- 15.9.3. Institutional Relations
- 15.9.4. Regulatory
- 15.9.5. Communication

Module 16. (*market access*) (2). Tools and Strategy

16.1. Market Access Planning for a Drug

- 16.1.1. Analysis of the Current Scenario: Disease Management, Competitors
- 16.1.2. Region and Account Segmentation
- 16.1.3. Scientific Societies
- 16.1.4. Patient Associations
- 16.1.5. Designing the Corporate Strategy:
- 16.1.6. Strategy Implementation Chronology

16.2. Market Access Management of a Drug

- 16.2.1. Access Management at Regional Level
- 16.2.2. Access to The Hospital Drug Market Hospital Pharmacy Management and Strategy
- 16.2.3. Access to the Street Pharmacy Drug Market
- 16.2.4. Primary Care Pharmacist Management and Strategy

16.3. Clinical Value of a Drug

- 16.3.1. Value Based on Clinical Development
- 16.3.2. Real Life Studies
- 16.3.3. (RWD/RWE)
- 16.3.4. Conclusions

16.4. Value Perceived by the Patient

- 16.4.1. (Patient Reported Outcomes, PRO)
- 16.4.2. Health-Related Quality of Life (HRQOL)
- 16.4.3. Treatment Satisfaction
- 16.4.4. Incorporation of Patient Preferences

16.5. Economic Analysis Types

- 16.5.1. Types of Economic Analysis
- 16.5.2. Parameters to be Defined
- 16.5.3. Partial Economic Assessments
- 16.5.4. Costs and Burden of the Disease
- 16.5.5. Cost Consequence

16.6. Economic Analysis Studies

- 16.6.1. Budget Impact Studies
- 16.6.2. Market Growth
- 16.6.3. Associated Risks

16.7. Economic Analysis Assessments

- 16.7.1. Full Economic Assessments
- 16.7.2. Cost-Effectiveness Analysis
- 16.7.3. Cost-Utility Analysis
- 16.7.4. Cost-Benefit Analysis
- 16.7.5. Decision Rules

16.8. Drug Value Dossier

- 16.8.1. Value Dossier Contents
- 16.8.2. The Clinical Value of the Drug
- 16.8.3. The Economic Value of the Drug
- 16.8.4. Demonstrating the Value of the Drug to the Health Care System
- 16.8.5. Adaptation of the Dossier to the Different Autonomous Communities

16.9. Documents Required for the Price And Reimbursement Request

- 16.9.1. Documentation Requirements
- 16.9.2. Optional Documents
- 16.9.3. Price Documents
- 16.9.4. Reimbursement Documents

16.10. New Trends

- 16.10.1. Value-Based Purchasing
- 16.10.2. Multi-Criteria Analysis (MCA)
- 16.10.3. Innovative Public Procurement
- 16.10.4. Latest Trends

Module 17. Integral Coaching in Pharma Biotech**17.1. Basics of Coaching in Pharma Biotech**

- 17.1.1. Coaching Skills and Ethics
- 17.1.2. The Essence Of Coaching
- 17.1.3. Learning To Learn
- 17.1.4. Recommended Film: Way of the Peaceful Warrior

17.2. The Coaching Process Schools and Models

- 17.2.1. North American Coaching Contributions
- 17.2.2. Contributions of Humanistic-European Coaching
- 17.2.3. Ontological Coaching Contributions
- 17.2.4. Conclusions

17.3. The Coachee-Client

- 17.3.1. Present - Breakdown - Objectives
- 17.3.2. 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
- 17.3.3. Know the Current Situation Through the Tool "THE WAY OF PROFESSIONAL LIFE"
- 17.3.4. Conclusions

17.4. Ideal Situation

- 17.4.1. Where I Am Going
- 17.4.2. Identify Goal, Vision and Clarification Objectives Both as an Individual Professional and as a Team Coordinator
- 17.4.3. Grow Model
- 17.4.4. Example: Where You Want to Have Each Member of Your Team through a Mandala

17.5. The Technique Our Mind

- 17.5.1. Mental Models
- 17.5.2. Observe, Distinguish
- 17.5.3. Beliefs, Judgments
- 17.5.4. Facts and Opinions

17.6. The Technique The Language

- 17.6.1. Basic Postulates of the Ontology of Language according to Rafael Echevarría
- 17.6.2. Competence of Listening, Silence and Speech
- 17.6.3. Recommended Books
- 17.6.4. Rafael Echevarría. Ontology of Language
- 17.6.5. Leonardo Wolk The Art of Blowing Embers

17.7. The Technique Emotion

- 17.7.1. Management and Emotional Intelligence
- 17.7.2. Legitimizing Emotion in order to Manage It from the Linguistic Dimensions
- 17.7.3. Emotional
- 17.7.4. Conclusions

17.8. Technique - Corporeality

- 17.8.1. Who Am I from My Body?
- 17.8.2. Posture and Movement
- 17.8.3. Trends that Support or Block Conversations with the Body
- 17.8.4. Conclusions

17.9. Powerful Questions. How to Use Questions to Help Each Member of Your Team Find Their Best Version of Themselves

- 17.9.1. Determine the Profile of our Customer and Design a Plan of Action
- 17.9.2. Coaching Questions to Reconnect
- 17.9.3. Coaching Questions to Change Perspective
- 17.9.4. Coaching Questions for Awareness
- 17.9.5. Coaching Questions to Create Action
- 17.9.6. Coaching Questions for Goal Setting
- 17.9.7. Coaching Questions to Design an Action Plan
- 17.9.8. Coaching Questions for the Client to Find their Own Solutions

17.10. The Action

- 17.10.1. Phases of the Action Plan
- 17.10.2. Accompaniment
- 17.10.3. Monitoring
- 17.10.4. Commitment
- 17.10.5. How to Elaborate an Action Plan with Each Delegate of Your Team

Module 18. The Medical Department

18.1. Medical Department

- 18.1.1. General Structure of the Medical Department in Different Companies
- 18.1.2. Purpose and Functions of the Department
- 18.1.3. Roles in the Medical Department
- 18.1.4. How They Relate to Other Departments: Marketing, Access, Sales, etc.
- 18.1.5. Career Opportunities for the Medical Department in the Pharmaceutical Industry

18.2. Clinical Trials

- 18.2.1. Fundamentals of Clinical Development
- 18.2.2. Legislation in Clinical Trials
- 18.2.3. Types of Clinical Trials
- 18.2.4. Clinical Trials Phases
 - 18.2.4.1. Phase I Clinical Studies
 - 18.2.4.2. Phase II Clinical Studies
 - 18.2.4.3. Phase III Clinical Studies
 - 18.2.4.4. Phase IV Clinical Studies

18.3. Clinical Trial Methodology

- 18.3.1. Clinical Trial Design
- 18.3.2. Stages in the Development of Clinical Trials
- 18.3.3. Clinical Trials Viability
- 18.3.4. Identification and Selection of Centers and Researchers
- 18.3.5. Recruitment Materials and Strategies
- 18.3.6. Contracts with Research Centers
- 18.3.7. Protocol
- 18.3.8. Patient Information Sheet and Informed Consent

18.4. Trial Monitoring: Monitoring and Control

- 18.4.1. Monitoring Visit
 - 18.4.1.1. Pre-Study Visit
 - 18.4.1.2. Initiation Visit
 - 18.4.1.3. Monitoring Visit
 - 18.4.1.4. Closing Visit
- 18.4.2. Remote Monitoring
- 18.4.3. Monitoring Visit Reports
- 18.4.4. Data Management Obtaining Results

18.5. Real Clinical Practice Studies RWE

- 18.5.1. RWE Studies: Design, Analysis, Minimization of Bias
- 18.5.2. Types of RWE Studies
- 18.5.3. Integration in the Medical Plan
- 18.5.4. Inquiry and Communication of Results
- 18.5.5. Current Challenges in the Use of Evidence and Knowledge of RWE
- 18.5.6. How RWE Can Support Decision Making throughout the Product Life Cycle
- 18.5.7. Investigator Initiated Studies/Trials and Research Collaborations

18.6. The Medical Affairs Department

- 18.6.1. What is the Medical Affairs Department?
 - 18.6.1.1. Purpose and Functions of the Department
 - 18.6.1.2. General Structure of the Department in Different Companies
 - 18.6.1.3. Interactions Between Medical Affairs And Other Departments (Clinical Operations & Commercial Departments)
 - 18.6.1.4. The Relationship of Medical Issues in Terms of Product Life Cycle
- 18.6.2. Creation of State-of-the-Art Data Generation Programs
- 18.6.3. Medical's Co-Leadership Role
- 18.6.4. Affairs in Multifunctional Pharmaceutical Organizations

18.7 Roles in the Medical Affairs Department

- 18.7.1. Role of the Medical Advisor
- 18.7.2. Functions of the Medical Advisor
- 18.7.3. Participation Tactics with HCP
 - 18.7.3.1. Advisory Board and Promotion Programs
 - 18.7.3.2. Scientific Publications
 - 18.7.3.3. Planning of Scientific Congresses
- 18.7.4. Elaboration of a Medical Communication Plan
- 18.7.5. Design of Medical Product Strategy
- 18.7.6. Management of Medical Projects and Studies Based on Real Clinical Practice Data (RWE)
- 18.7.7. Role of the Medical Science Liaison
 - 18.7.7.1. MSL Functions: Medical Communication and Interlocutors
 - 18.7.7.2. Implementation of Medical Projects and Territorial Management
 - 18.7.7.3. Investigator Initiated Studies/Trials and Research Collaborations
 - 18.7.7.4. Scientific Communication and Insights Gathering

18.8. Compliance In the Medical Affairs Department

- 18.8.1. Concept of Compliance in the Medical Department
 - 18.8.1.1. Promotion of Prescription Drugs
 - 18.8.1.2. Interrelation with Health Professionals and Organizations
 - 18.8.1.3. Interrelation with Patient Organizations
- 18.8.2. Definition of On Label/Off Label
- 18.8.3. Differences Between Commercial Department and Medical Affairs
- 18.8.4. Code of Good Clinical Practice in Medical Promotion and Information

18.9. Medical Reports

- 18.9.1. Comprehensive Communication Plan
- 18.9.2. Media and Omnichannel Plan
- 18.9.3. Integration of The Communication Plan in Medical Plan
- 18.9.4. Information Resources in Biomedicine
 - 18.9.4.1. International Sources: Pubmed, Embase, WOS, etc
 - 18.9.4.2. Sources in Latin America: Indexes CSIC, Ibecs, LILACS, etc.
 - 18.9.4.3. Sources for Locating Clinical Trials: WHO, ClinicalTrials, Cochrane CENTRAL, etc.
 - 18.9.4.4. Drug Information Sources: Bot Plus Web, FDA, etc
 - 18.9.4.5. Other Resources Official Bodies, Web Pages, Scientific Societies, Associations, Evaluation Agencies, etc.

18.10. Pharmacovigilance

- 18.10.1. Pharmacovigilance in Clinical Trials
 - 18.10.1.1. Management of Adverse Events
- 18.10.2. Notification of Adverse Events, Eudravigilance
- 18.10.3. Periodic Security Reports
- 18.10.4. Pharmacovigilance in Other Clinical Trials: Post-Authorization Studies

Module 19. Team Leadership in Pharma

19.1. Leadership

- 19.1.1. Introduction to Leadership
- 19.1.2. Power and Influence
- 19.1.3. What is Leadership?
- 19.1.4. Conclusions

19.2. Leadership Theory

- 19.2.1. Leadership Process
- 19.2.2. Leadership Styles
- 19.2.3. Leadership Models
- 19.2.4. Evolution

19.3. Leadership Skills

- 19.3.1. Communication
- 19.3.2. Commitment
- 19.3.3. Motivation
- 19.3.4. Decision Making

19.4. Team Management

- 19.4.1. Organization
- 19.4.2. Time Management
- 19.4.3. Planning and Objectives
- 19.4.4. Equipment Assessment

19.5. Skills for Team Management

- 19.5.1. Goals
- 19.5.2. Objectives
- 19.5.3. Time Management
- 19.5.4. Problem Management

19.6. Decision Making

- 19.6.1. Process
- 19.6.2. Team Decision-Making
- 19.6.3. Strategic Decisions
- 19.6.4. Ethical Decisions

19.7. Communication, Part of Success

- 19.7.1. External Communication
- 19.7.2. Internal Communication
- 19.7.3. Crisis Communication
- 19.7.4. Intercultural Communication

19.8. Negotiation and Conflict Management

- 19.8.1. Communication Strategies
- 19.8.2. Skills
- 19.8.3. Conflict Management
- 19.8.4. Team Negotiation

19.9. People Development

- 19.9.1. Equipment
- 19.9.2. Motivation
- 19.9.3. Visibility
- 19.9.4. Conclusions

19.10. Common Objective, Project Development

- 19.10.1. Common Objective, Which Is
- 19.10.2. Multidisciplinary Teams
- 19.10.3. Alliance Building
- 19.10.4. Most Used Strategies

Module 20. *The Business Plan in the Territory*

20.1. The Business Plan

- 20.1.1. What is a Business Plan?
- 20.1.2. Purpose and Objectives of a Business Plan
- 20.1.3. Why is a Business Plan Important?
- 20.1.4. When to Make a Business Plan

20.2. Context of the Pharmaceutical Industry

- 20.2.1. Structural Situation of the Pharmaceutical Industry
- 20.2.2. Key People and Departments in the Development of a Plan of Action
- 20.2.3. General Management
 - 20.2.3.1. Sales Management
 - 20.2.3.2. The Marketing Department
 - 20.2.3.3. Medical Department
 - 20.2.3.4. The Financial Department
 - 20.2.3.5. The Regulatory Department
- 20.2.4. Current Challenges of the Pharmaceutical Industry

20.3. Stages for Defining a Business Plan

- 20.3.1. Defining Objectives
- 20.3.2. Description of the Product: Key Attributes
- 20.3.3. What Information do I need to Make a Plan?
- 20.3.4. Alignment with Strategy
- 20.3.5. Define Timings
- 20.3.6. Define Resources
- 20.3.7. Establish Results

20.4. Business and Marketing Plan

- 20.4.1. Commercial Resources to Establish a Plan
- 20.4.2. Choice of the Plan According to Our Objective
- 20.4.3. Marketing Strategy Alignment
- 20.4.4. Marketing Resources as Leverage

20.5. Customer Analysis

- 20.5.1. Customer Relationship Management
- 20.5.2. Identifying Customer Needs
- 20.5.3. Communication With Client
- 20.5.4. Conclusions

20.6. Competitive Analysis

- 20.6.1. Market Segmentation
- 20.6.2. Competitive Analysis of Your Product
- 20.6.3. Commercial Strategies Facing the Competition
- 20.6.4. Expansion Plans
- 20.6.5. Defense Plans

20.7. Economic Analysis of the Business Plan

- 20.7.1. Estimation of Costs and Objectives
- 20.7.2. Investment Sources and Strategies
- 20.7.3. Financial Risk Analysis
- 20.7.4. Assessment of Return of Investment

20.8. Implementation and Follow-Up of the Business Plan

- 20.8.1. Agenda of the Business Plan
- 20.8.2. Process Monitoring and Review Mechanisms According to Evolution
- 20.8.3. KPI: Objective Performance Indicators
- 20.8.4. Conclusions

20.9. Final Analysis of the Business Plan

- 20.9.2. Meeting Deadlines
- 20.9.3. Result Analysis
- 20.9.4. Budget Analysis

20.10. Pharma Biotech Marketing Plan

- 20.10.1. Market Analysis
- 20.10.2. Competition
- 20.10.3. Target Audience
- 20.10.4. Brand Positioning



“

You will address quality management, implementing sustainable business practices, and understanding emerging trends in the biotechnology and pharmaceutical field”

07

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"

TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"



This program prepares you to face business challenges in uncertain environments and achieve business success.



Our program prepares you to face new challenges in uncertain environments and achieve success in your career.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



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.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic 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.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



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.



Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



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.





Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



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".



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.



08

Our Students' Profiles

The student profile is diverse and multidisciplinary, characterized by individuals with solid academic specialization and professional experience in areas related to Biotechnology, Pharmacology, Health Sciences, Management and other related disciplines. These graduates are ambitious and passionate professionals who seek to advance their careers and develop strong management skills in a highly specialized and competitive environment. In addition, they possess a mindset oriented towards innovation and social impact, aware of the importance of the pharmaceutical and biotechnology industry in the advancement of public health and human welfare.





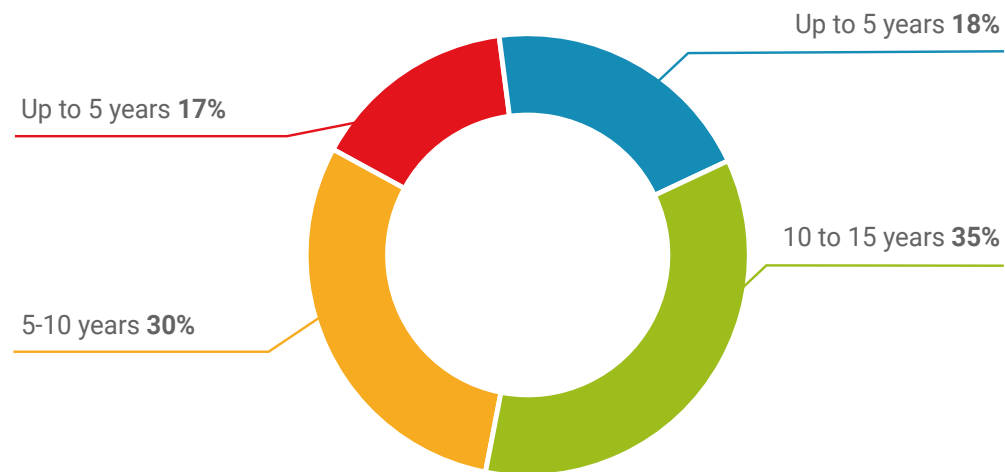
“

This program is aimed at people interested in improving their employability thanks to first class study plan”

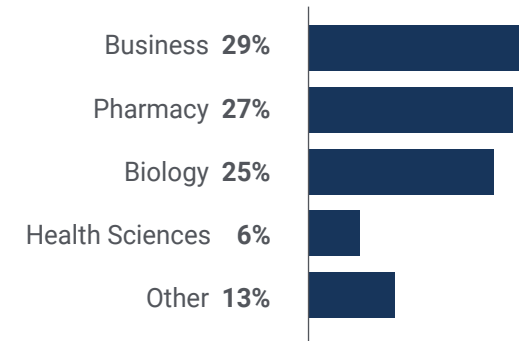
Average Age

Between **35** and **45** years old

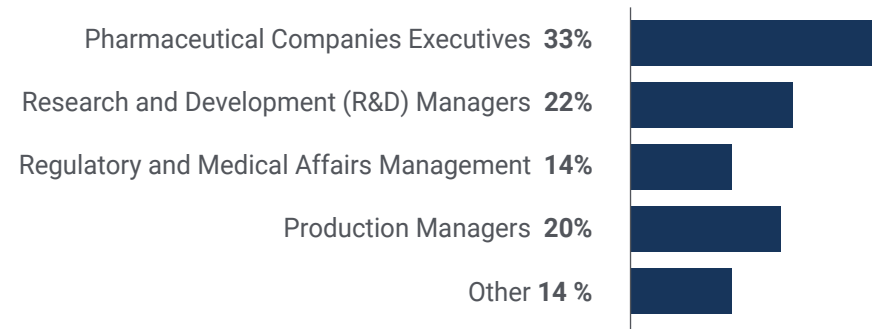
Years of Experience



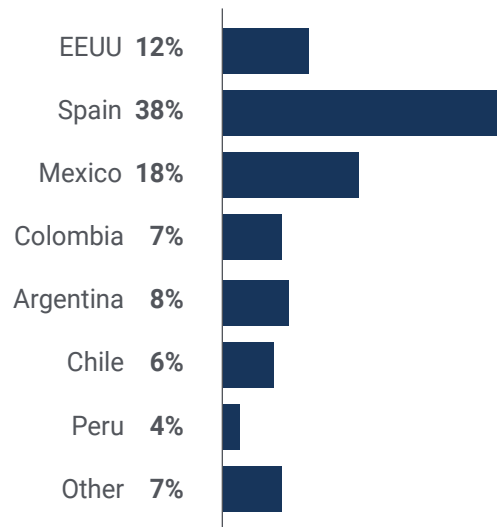
Training



Academic Profile



Geographical Distribution



Esteban Sanchez

CEO of a pharmaceutical company

"Finishing my Advanced Master's Degree in Senior Management of Pharma Biotech Companies has been an amazing experience! Not only have I gained in-depth knowledge about the pharmaceutical and biotech industry, but I have also developed leadership skills that have propelled me forward in my career. The best part, without a doubt, has been the networking opportunities. This program has really elevated my game in the pharmaceutical business world! Highly recommended for those looking to make a difference in the industry!"

09

Course Management

The faculty is composed of highly qualified and experienced experts in various fields related to the pharmaceutical and biotechnology industry. These professionals bring a unique combination of theoretical knowledge and practical experience from executive and academic roles in leading companies in the industry. In fact, these faculty members are involved at the forefront of research and development in biotechnology and pharmacology, enabling them to provide an up-to-date and relevant perspective on emerging challenges and opportunities in the industry.





“

*The best teachers are at the best university!
They will enrich your educational experience
by facilitating connections with business
leaders and collaborative projects”*

International Guest Director

With over 20 years of experience in designing and leading global **talent acquisition teams**, Jennifer Dove is an expert in **technology recruitment** and **strategy**. Throughout her career, she has held senior positions in several technology organizations within *Fortune 50*, companies such as **NBCUniversal** and **Comcast**.

Her track record has allowed her to excel in competitive, high-growth environments.

As **Vice President of Talent Acquisition** at **Mastercard**, she is responsible for overseeing talent onboarding strategy and execution, collaborating with business leaders and **HR managers** to meet operational and strategic hiring objectives. In particular, she aims to **build diverse, inclusive and high-performing teams** that drive innovation and growth of the company's products and services. In addition, she is adept at using tools to attract and retain the best people from around the world. She is also responsible for **amplifying** Mastercard's **employer brand** and **value proposition** through publications, events and social media.

Jennifer Dove has demonstrated her commitment to continuous professional development by actively participating in networks of **Human Resources** professionals and contributing to the onboarding of numerous employees at different companies. After earning her bachelor's degree in **Organizational Communication** from the University of Miami, she has held management positions in recruitment for companies in various areas.

On the other hand, it has been recognized for its ability to lead organizational transformations, **integrate technologies** into **recruitment processes** and develop leadership programs that prepare institutions for future challenges. She has also successfully implemented **wellness programs** that have significantly increased employee satisfaction and retention.



Ms. Dove, Jennifer

- Vice President of Talent Acquisition at Mastercard, New York, United States
- Director of Talent Acquisition at NBCUniversal Media, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, USA
- Executive Vice President of the Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
- Graduated in Organizational Communication from the University of Miami.

“

Thanks to TECH you will be able to learn with the best professionals in the world"

International Guest Director

A technology leader with decades of experience in major technology multinationals, Rick Gauthier has developed prominently in the field of cloud services and end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees.

He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at Amazon has allowed him to manage and integrate the company's IT services in the United States. At Microsoft he has led a team of 104 people, responsible for providing corporate-wide IT infrastructure and supporting product engineering departments across the company.

This experience has allowed him to stand out as a high-impact manager with remarkable abilities to increase efficiency, productivity and overall customer satisfaction.



D. Gauthier, Rick

- Regional IT Director at Amazon, Seattle, USA
- Senior Program Manager at Amazon
- Vice President of Wimmer Solutions
- Senior Director of Productive Engineering Services at Microsoft
- Degree in Cybersecurity from Western Governors University
- Technical Certificate in Commercial Diving from Divers Institute of Technology
- B.S. in Environmental Studies from The Evergreen State College

“

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

International Guest Director

Romi Arman is a renowned international expert with more than two decades of experience in **Digital Transformation, Marketing, Strategy and Consulting**. Through that extended trajectory, he has taken different risks and is a permanent **advocate for innovation and change** in the business environment. With that expertise, he has collaborated with CEOs and corporate organizations from all over the world, pushing them to move away from traditional business models. In this way, he has helped companies such as Shell Energy become **true market leaders**, focused on their **customers** and the **digital world**.

The strategies designed by Arman have a latent impact, as they have enabled several corporations **to improve the experiences of consumers, staff and shareholders** alike. The success of this expert is quantifiable through tangible metrics such as **CSAT, employee engagement** in the institutions where he has practiced and the growth of the **EBITDA financial indicator** in each of them.

Also, in his professional career, he has nurtured and **led high-performance teams** that have even received awards for their **transformational potential**. With Shell, specifically, the executive has always set out to overcome three challenges: meeting **customers'** complex **decarbonization** demands **supporting a "cost-effective decarbonization"** and **overhauling a fragmented data, digital and technology landscape**. Thus, his efforts have shown that in order to achieve sustainable success, it is essential to start from the needs of consumers and lay the foundations for the transformation of processes, data, technology and culture.

In addition, the executive stands out for his mastery of the **business applications of Artificial Intelligence**, a subject in which he holds a postgraduate degree from the London Business School. At the same time, he has accumulated experience in **IoT and Salesforce**.



Mr. Arman, Romi

- ♦ Digital Transformation Director (CDO) at Shell Energy Corporation, London, UK
- ♦ Global Director of E-Commerce and Customer Service at Shell Energy Corporation
- ♦ National Key Account Manager (OEM and automotive retailers) for Shell in Kuala Lumpur, Malaysia
- ♦ Senior Management Consultant (Financial Services Sector) for Accenture based in Singapore
- ♦ Graduate of the University of Leeds
- ♦ Graduate Diploma in Business Applications of AI for Senior Executives from London Business School
- ♦ CCXP Customer Experience Professional Certification
- ♦ IMD Executive Digital Transformation Course

“

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International Guest Director

Manuel Arens is an experienced data management professional and leader of a highly qualified team. In fact, Arens holds the position of **global purchasing manager** in Google's Technical Infrastructure and Data Center division, where he has spent most of his professional career. Based in Mountain View, California, he has provided solutions for the tech giant's operational challenges, such as **master data integrity, vendor data updates** and **vendor prioritization**. He has led data center supply chain planning and vendor risk assessment, generating improvements in vendor risk assessment, resulting in process improvements and workflow management that have resulted in significant cost savings.

With more than a decade of work providing digital solutions and leadership for companies in diverse industries, he has extensive experience in all aspects of strategic solution delivery, including **marketing, media analytics, measurement and attribution**. In fact, he has received a number of accolades for his work, including the **BIM Leadership Award**, the **Search Leadership Award**, the **Lead Generation Export Program Award** and the **Export Lead Generation Program Award** and the **EMEA Best Sales Model Award**.

Arens also served as **Sales Manager** in Dublin, Ireland. In this role, he built a team of 4 to 14 members over three years and led the sales team to achieve results and collaborate well with each other and cross-functional teams. He also served as **Senior Industry Analyst**, Hamburg, Germany, creating storylines for over 150 clients using internal and third party tools to support analysis. He developed and wrote in-depth reports to demonstrate his mastery of the subject matter, including understanding the **macroeconomic and political/regulatory factors** affecting technology adoption and diffusion.

He has also led teams at companies such as Eaton, Airbus and Siemens, where he gained valuable account management and supply chain experience. He is particularly noted for continually exceeding expectations by **building valuable customer relationships** and **working seamlessly with people at all levels of an organization**, including stakeholders, management, team members and customers. His data-driven approach and ability to develop innovative and scalable solutions to industry challenges have made him a prominent leader in his field.



Mr. Arens, Manuel

- Global Procurement Manager at Google, Mountain View, USA
- Senior Manager, B2B Analytics and Technology, Google, USA
- Sales Director - Google, Ireland
- Senior Industry Analyst at Google, Germany
- Accounts Manager - Google, Ireland
- Accounts Payable at Eaton, UK
- Supply Chain Manager at Airbus, Germany

“

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International Guest Director

Andrea La Sala is an experienced Marketing executive whose projects have had a significant impact on the Fashion environment. Throughout his successful career he has developed different tasks related to Products, Merchandising and Communication. All of this linked to with prestigious brands such as Giorgio Armani, Dolce&Gabbana, Calvin Klein, among others.

The results of this high-profile international executive have been linked to his proven ability to synthesize information in clear frameworks and execute concrete actions aligned to specific business objectives. In addition, he is recognized for his proactivity and adaptability to fast-paced work rhythms. To all this, this expert adds a strong commercial awareness,, market vision and a genuine passion for products.

As Global Brand and Merchandising Director at Giorgio Armani, he has overseen a variety of Marketing strategies for apparel and accesories. His tactics have also focused on the retail environment and consumer needs and behavior. In this

La Sala has also been responsible for shaping the commercialization of products in different markets, acting as team leader in the Design, Communication and Sales departments..

On the other hand, in companies such as Calvin Klein or Gruppo Coin, he has undertaken projects to boost the structure, and development of different collections. He has been in charge of creating effective calendars for buying and selling campaings.

He has also been in charge of the terms, costs, processes and delivery times of different operations.

These experiences have made Andrea La Sala one of the main and most qualified corporate leaders in Fashion and Luxury. A high managerial capacity with which he has managed to effectively implement the positive positioning of different brands and redefine their key performance indicators (KPIs).



Ms. La Sala, Andrea

- ♦ Global Brand & Merchandising Director Armani Exchange at Giorgio Armani, Milan, Italy
- ♦ Merchandising Director at Calvin Klein
- ♦ Brand Manager at Gruppo Coin
- ♦ Brand Manager at Dolce&Gabbana
- ♦ Brand Manager at Sergio Tacchini S.p.A.
- ♦ Market Analyst at Fastweb
- ♦ Graduate of Business and Economics at Università degli Studi del Piemonte Orientale

“

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International Guest Director

Mick Gram is synonymous with innovation and excellence in the field of **Business Intelligence** internationally. His successful career is linked to leadership positions in multinationals such as **Walmart** and **Red Bull**. Likewise, this expert stands out for his vision to **identify emerging technologies** that, in the long term, achieve an everlasting impact in the corporate environment.

On the other hand, the executive is considered a **pioneer** in the **use of data visualization techniques** that simplified complex sets, making them accessible and facilitating decision making. This ability became the pillar of his professional profile, transforming him into a desired asset for many organizations that bet on **gathering information** and **generating concrete actions** from them.

One of his most outstanding projects in recent years has been the **Walmart Data Cafe platform**, the largest of its kind in the world that is anchored in the **cloud** aimed at **Big Data** analysis. In addition, he has held the position of **Director of Business Intelligence** at **Red Bull**, covering areas such as **Sales, Distribution, Marketing and Supply Chain Operations**. His team was recently recognized for its constant innovation regarding the use of Walmart Luminare's new API for Shopper and Channel insights.

As for his training, the executive has several Masters and postgraduate studies at prestigious centers such as the **University of Berkeley**, in the United States, and the **University of Copenhagen**, in Denmark. Through this continuous updating, the expert has attained cutting-edge competencies. Thus, he has come to be considered a **born leader** of the **new global economy**, centered on the drive for data and its infinite possibilities.



Mr. Gram, Mick

- ♦ Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- ♦ Business Intelligence Solutions Architect for Walmart Data Cafe
- ♦ Independent Business Intelligence and Data Science Consultant
- ♦ Director of Business Intelligence at Capgemini
- ♦ Senior Analyst at Nordea
- ♦ Senior Business Intelligence Consultant at SAS
- ♦ Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- ♦ Executive MBA in e-commerce at the University of Copenhagen
- ♦ B.Sc. and M.Sc. in Mathematics and Statistics at the University of Copenhagen

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International Guest Director

Scott Stevenson is a distinguished expert in the **Digital Marketing** sector who, for more than 19 years, has been linked to one of the most powerful companies in the entertainment industry, **Warner Bros. Discovery**. In this role, he has played a fundamental role in **overseeing logistics and creative workflows** across various digital platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving in **production strategies in paid media**, resulting in a **marked improvement** which has resulted in **company's conversion rates**. At the same time, he has assumed other roles, such as Director of Marketing Services and Traffic Manager at the same multinational during his former management.

Stevenson has also been involved in the global distribution of video games and **digital property campaigns**. He was also responsible for introducing operational strategies related to the formation, completion and delivery of sound and image content for **television commercials and trailers**.

In addition, he holds a Bachelor's degree in Telecommunications from the University of Florida and a Master's Degree in Creative Writing from the University of California, which demonstrates his proficiency in **communication and storytelling**. In addition, he has participated at Harvard University's School of Professional Development in cutting-edge programs on the use of **Artificial Intelligence in business**. Therefore, his professional profile stands as one of the most relevant in the current field of **Marketing and Digital Media**.



Mr. Stevenson, Scott

- Director of Digital Marketing at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment
- M.A. in Creative Writing from the University of California
- B.S. in Telecommunications from the University of Florida

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Achieve your academic and career goals with the best qualified experts in the world! The faculty of this MBA will guide you through the entire learning process"

International Guest Director

Eric Nyquist, Ph.D., is a leading international sports professional who has built an impressive career, noted for his **strategic leadership** and ability to drive change and **innovation** in world-class sports organizations.

In fact, he has held senior roles such as **Director of Communications and Impact** at **NASCAR**, based in Florida, USA. With many years of experience behind him at NASCAR, Dr. Nyquist has also held several leadership positions, including **Senior Vice President of Strategic Development** and **General Manager of Business Affairs**, managing more than a dozen disciplines ranging from **strategic development** to **entertainment marketing**.

Nyquist has also made a significant mark on Chicago's top sports franchises. As **Executive Vice President** of the **Chicago Bulls** and **Chicago White Sox** franchises, he has demonstrated his ability to drive **business** and **strategic success** in the world of **professional sports**.

Finally, it is worth noting that he began his career in sports while working in **New York** as a **senior strategic analyst** for **Roger Goodell** in the **National Football League (NFL)** and, prior to that, as a **Legal Intern** with the **United States Football Federation**.



Mr. Nyquist, Eric

- ♦ Director of Communications and Impact at NASCAR, Florida, USA
- ♦ Senior Vice President of Strategic Development at NASCAR, Florida, United States
- ♦ Vice President of Strategic Planning at NASCAR
- ♦ Senior Director of Business Affairs at NASCAR
- ♦ Executive Vice President at Chicago White Sox Franchises
- ♦ Executive Vice President at Chicago Bulls Franchises
- ♦ Manager of Business Planning at the National Football League (NFL)
- ♦ Business Affairs/Legal Intern with the United States Soccer Federation
- ♦ Juris Doctor from the University of Chicago
- ♦ Master's Degree in Business Administration-MBA from the University of Chicago Booth School of Business
- ♦ B.A. in International Economics from Carleton College



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Management



Mr. Cardenal Otero, César

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

Professors

Ms. Caloto González, M.^a Teresa

- ♦ Market Access Consultant
- ♦ Sub-directorate General of Epidemiology of the Ministry of Health
- ♦ Doctorate in Biological Sciences from the Complutense University of Madrid
- ♦ University Expert in Probability and Statistics in Medicine
- ♦ University Expert in Advanced Methods in Applied Statistics
- ♦ Master's Degree in Health and Environment from the Autonomous University of Madrid
- ♦ Master's Degree in Public Health from the Autonomous University of Madrid
- ♦ Master's Degree in Pharmacoeconomics and Health Economics from Pompeu Fabra University of Barcelona

Ms. Rodríguez Fernández, Silvia

- ♦ Scientific Advisor specialized 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

Ms. Restovic, Gabriela

- ◆ Health technology evaluator in the public sector for the Innovation Management of the Hospital Clinic of Barcelona
- ◆ Associate Director of Market Access at Novocure
- ◆ Economist at the Catholic University of Chile
- ◆ Master's Degree in Applied Economics at the Univeritat Pompeu Fabra in Barcelona
- ◆ Senior Management Program in Healthcare Government Affairs at EADA, Barcelona Business School
- ◆ Associate professor of academic programs in the service of his specialization

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. 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. 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

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 from the European University
- ◆ University Course in Administration, Organization and Management of Health Services at the European University

Ms. Palau Rodríguez, Magalí

- ◆ 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
- ◆ PhD 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

10

Impact on Your Career

This TECH program will be indispensable for business professionals who wish to turn their career around, specializing in an area as complex and intense as Pharma Biotech companies. In fact, graduates of this type of program will be better prepared to take on leadership roles in companies in the sector, whether in areas of research and development, production, marketing or strategic management. In addition, the network of contacts and networking opportunities will open doors to new collaborations, employment opportunities and career advancement.





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Thanks to an extensive library of the most innovative multimedia resources, you will analyze complex data and make informed decisions, contributing to improved operational efficiency”

Are you ready to take the leap? Excellent professional development awaits you

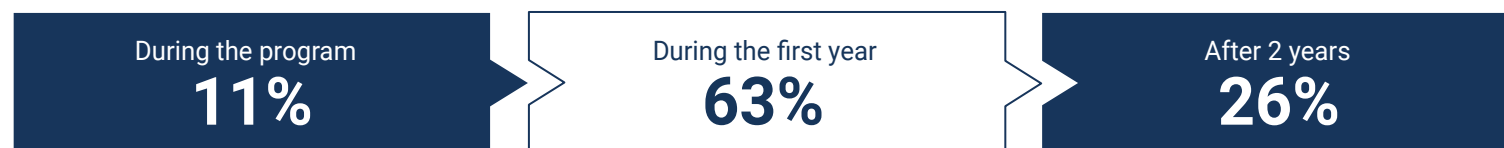
The Advanced Master's Degree in Senior Management of Pharma Biotech Companies at TECH Global University is an intensive program that prepares students to face challenges and business decisions internationally. Its main objective is to promote personal and professional growth Helping students achieve success.

Therefore, those who wish to improve themselves, achieve a positive change at a professional level and interact with the best, will find their place at TECH.

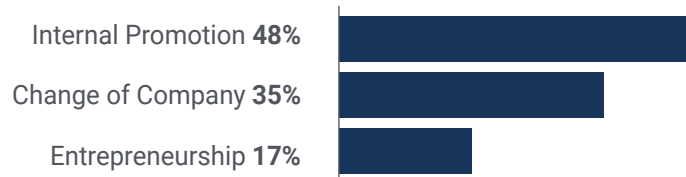
You will propel your career path, enabling you to reach new levels of success and contribute to the advancement of the industry and the well-being of society.

You will be specialized in business strategy, supply chain management, regulations and ethics.

Time of Change

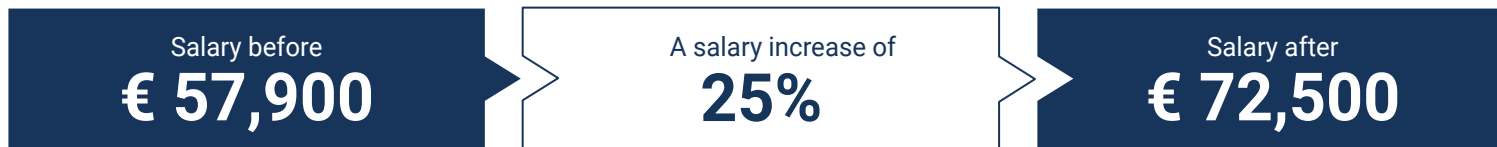


Type of change



Salary increase

This program represents a salary increase of more than **25%** for our students



11

Benefits for Your Company

This TECH program has been designed with the training needs of business professionals in the top management of audiovisual companies in mind, but also with what students will be able to contribute to the companies in which they work. These professionals will possess a deep and up-to-date understanding of the challenges and opportunities in the pharmaceutical and biotechnology industry, as well as solid managerial skills to lead multidisciplinary teams. Therefore, having a graduates of this program on the management team will provide companies with a significant competitive advantage as they face the challenges of a dynamic global marketplace.





“

Become a valuable asset to drive innovation and sustainable growth of any company, thanks to this specialization offered by TECH”

Developing and retaining talent in companies is the best long-term investment.

01

Growth of talent and intellectual capital

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

Building agents of change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

Project Development

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

06

Increased competitiveness

This program will equip students with the skills to take on new challenges and drive the organization forward.

12 Certificate

The Advanced Master's Degree in Senior Management of Pharma Biotech Companies guarantees students, in addition to the most rigorous and up-to-date education, access to an Advanced Master's Degree issued by TECH Global University.





“

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 an **Advanced Master's Degree diploma in Senior Management of Pharma Biotech Companies** 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.

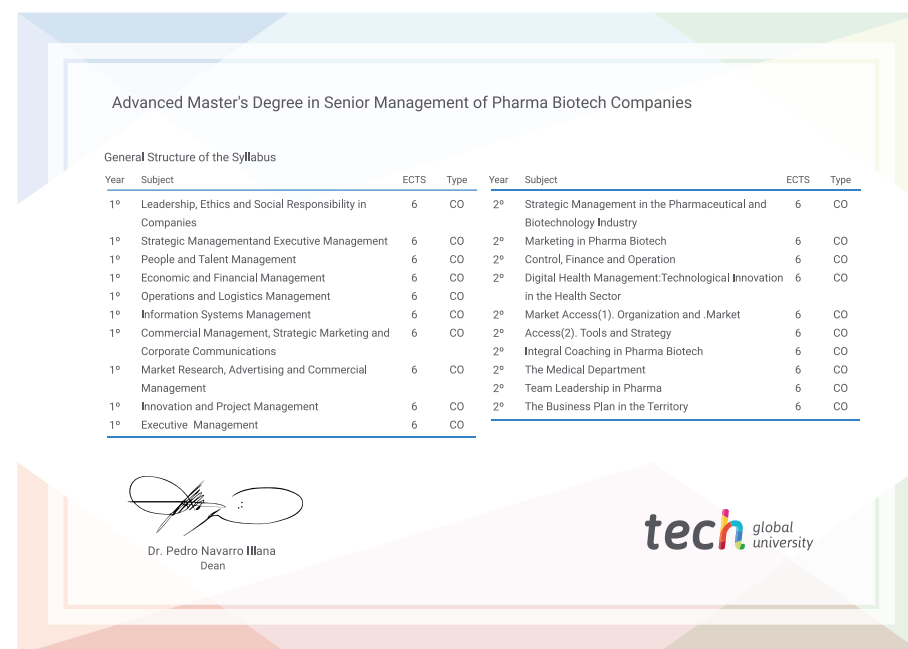
This **TECH Global University private qualification**, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Advanced Master's Degree in Senior Management of Pharma Biotech Companies**

Modality: **online**

Duration: **2 years**

Accreditation: **120 ECTS**



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



Advanced Master's Degree Senior Management of Pharma Biotech Companies

- » Modality: **online**
- » Duration: **2 years**
- » Certificate: **TECH Global University**
- » Accreditation: **120 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

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