

# Postgraduate Certificate

## Comprehensive Coaching in Pharma Biotech





## Postgraduate Certificate Comprehensive Coaching in Pharma Biotech

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Graduates, Postgraduate Certificates and University Graduates who have previously completed any of the programs in the fields of Business, Economics, Medicine, Pharmaceuticals, Biology, Chemistry

Website: [www.techtute.com/us/business-school/postgraduate-certificate/comprehensive-coaching-pharma-biotech](http://www.techtute.com/us/business-school/postgraduate-certificate/comprehensive-coaching-pharma-biotech)

# Index

01

Welcome

---

*p. 4*

02

Why Study at TECH?

---

*p. 6*

03

Why Our Program?

---

*p. 10*

04

Objectives

---

*p. 14*

05

Structure and Content

---

*p. 20*

06

Methodology

---

*p. 26*

07

Our Students' Profiles

---

*p. 34*

08

Course Management

---

*p. 38*

09

Impact on Your Career

---

*p. 42*

10

Benefits for Your Company

---

*p. 46*

11

Certificate

---

*p. 50*

# 01 Welcome

Comprehensive Coaching at Pharma Biotech is based on the premise that personal growth and professional success are closely related. By enhancing individual capabilities and promoting a healthy work-life balance, we seek to achieve a high level of performance and satisfaction at both the personal and organizational levels. It is in this sense that the figure of the business expert becomes relevant, given the constant need in the biotech field, to have professionals who encourage their team and motivate them to work and personal growth. In this situation, TECH has created a 100% online program that will make it possible for students to reconcile their daily responsibilities with their studies, since they will not be subject to established schedules.



Postgraduate Certificate in Comprehensive Coaching in Pharma Biotech  
TECH Technological University



“

*You will develop your skills and ethics as a Coach in the world of Coaching, thanks to this Postgraduate Certificate offered only by TECH”*

02

# Why Study at TECH?

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



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Technological 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:



### 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.



### 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"*

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.





“

*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 purpose of this program is to provide business professionals with the necessary tools to offer complete and personalized support to people working in this industry. In this way, personal and professional growth will be promoted, contributing to the success and well-being of the individual and the organization.





“

*You will discover the essence of coaching and learn how to learn effectively, in only 6 weeks of this program"*

TECH makes the goals of their students their own goals too  
Working together to achieve them

The Postgraduate Certificate in Comprehensive Coaching in Pharma Biotech enables the student to:

01

Acquire knowledge about the history of strategic Management

02

Categorize the different definitions over time

03

Assess financial efficiency

04

Optimize working capital management





05

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

06

Assess unmet patient needs and chronicity management

07

Understand what Market Access is and how the need for this function arises in the pharmaceutical industry

08

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



09

Delve into the steps involved in planning the market access of a new drug

12

Understand the essence of coaching and its focus on learning

10

Review the points to be analyzed prior to the development of the access plan to understand the environment and competitors

11

Know the capabilities and ethics of the Coach



13

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

14

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

15

Achieve an effective tool to achieve results

16

Define unique and differentiated value propositions



05

# Structure and Content

The content of this program is comprised of the most cutting-edge concepts in the field of Biotech Coaching. In order to improve communication skills, emotional management, confidence building and responsible commitment, we offer a Postgraduate Certificate in Comprehensive Coaching in Pharma Biotech focused on coaching as leadership and communication training. The main focus of this program is to promote self-knowledge and personal and organizational transformation.



“

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

## Syllabus

The program will emphasize the practice of coaching techniques, seeking to achieve a balance between the personal and the professional, starting with oneself. During the program, personal coaching competencies will be developed and applied in the professional environment. An environment conducive to fostering constructive listening will be prepared, both in individual and team work, in this way improving smooth and efficient decision making.

In this way, it will offer a unique opportunity to acquire the necessary tools and enhance leadership and communication skills in a highly competitive environment. Participants will learn how to use coaching as an effective tool to achieve personal and professional success, making a positive impact on both the individual and the organization as a whole. At the end of the program, participants will be better prepared to meet industry challenges and achieve business objectives more effectively.

In order to guarantee a high-level educational experience, a 100% online

program has been designed. This will provide students with a wide variety of multimedia resources, including specialized texts and interactive summaries, available in a dedicated virtual library designed specifically for them. Furthermore, the Relearning method will be implemented, which will ensure an enriching and effective learning experience.

In addition, the convenience of virtuality will offer participants flexibility, since they will be able to access the content at any time and from anywhere. Only a device with an Internet connection will be required, which will make it possible to adapt to each student's schedule and individual circumstances.

This Postgraduate Certificate takes place over 6 weeks and it consists of 1 module.

### Module 1

### Integral Coaching in Pharma Biotech





### Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Comprehensive Coaching in Pharma Biotech completely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students 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. Integral Coaching in *Pharma Biotech***

**1.1. Basics of Coaching in Pharma Biotech**

- 1.1.1. Coach's Capabilities and Ethics
- 1.1.2. The Essence of Coaching
- 1.1.3. Learning to Learn
- 1.1.4. Recommended Film: The Pacific Warrior

**1.2. The Coaching Process - Schools and Models**

- 1.2.1. North American Coaching Contributions
- 1.2.2. Humanistic-European Coaching Contributions
- 1.2.3. Ontological Coaching Contributions
- 1.2.4. Conclusions

**1.3. The Coachee-Client**

- 1.3.1. Present - Breakdown - Objectives
- 1.3.2. How to Know The Situation of Each Person in a Professional Team and in This Way Be Able to Overcome Problems in Order to Achieve The Objectives
- 1.3.3. Know The Current Situation through The Tool "THE WAY OF PROFESSIONAL LIFE"
- 1.3.4. Conclusions

**1.4. Ideal Situation**

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

**1.5. The Technique Our Mind**

- 1.5.1. Mental Models
- 1.5.2. Observe, Distinguish
- 1.5.3. Beliefs, Judgments
- 1.5.4. Facts and Opinions

**1.6. The Technique Language**

- 1.6.1. Basic Postulates of the Ontology of Language according to Rafael Echevarría
- 1.6.2. Listening, Silence and Speech Competence
- 1.6.3. Recommended Books
- 1.6.4. Rafael Echevarría Language Ontology
- 1.6.5. Leonardo Wolk. The Art of Blowing Embers

**1.7. The Technique Emotion**

- 1.7.1. Management and Emotional Intelligence
- 1.7.2. Legitimizing Emotion in order to Manage It from the Linguistic Dimensions
- 1.7.3. Emotional
- 1.7.4. Conclusions

**1.8. Technique - Corporeality**

- 1.8.1. Who Am I from my Body?
- 1.8.2. Posture and Movement
- 1.8.3. Trends that Support or Block Conversations with the Body
- 1.8.4. Conclusions

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

- 1.9.1. To Determine The Profile of Our Customer and to Design a Plan of Action
- 1.9.2. Coaching Questions to Reconnect You
- 1.9.3. Coaching Questions to Change Perspective
- 1.9.4. Coaching Questions for Awareness
- 1.9.5. Coaching Questions to Create Action
- 1.9.6. Coaching Questions for Goal Setting
- 1.9.7. Coaching Questions for Designing a Plan of Action
- 1.9.8. Coaching Questions for Clients to Find Their Own Solutions

**1.10. The Action**

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





# 06

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.







“

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

## 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.



07

# Our Students' Profiles

The Postgraduate Certificate is aimed at Graduates, Postgraduate Certificates and University Graduates who have previously completed any of the following programs in the fields of Business, Economics, Medicine, Pharmaceuticals, Biology, Chemistry.

The diversity of participants with different educational profiles and from multiple nationalities makes up the multidisciplinary approach of this program.

The Postgraduate Certificate may also be taken by professionals who, being university graduates in any area, have two years of work experience in the medical or pharmaceutical field.





*You will have at your disposal interactive summaries and a whole series of multimedia resources with which you will gain an in-depth understanding of the Coachee-Client and how to overcome problems to achieve professional goals"*

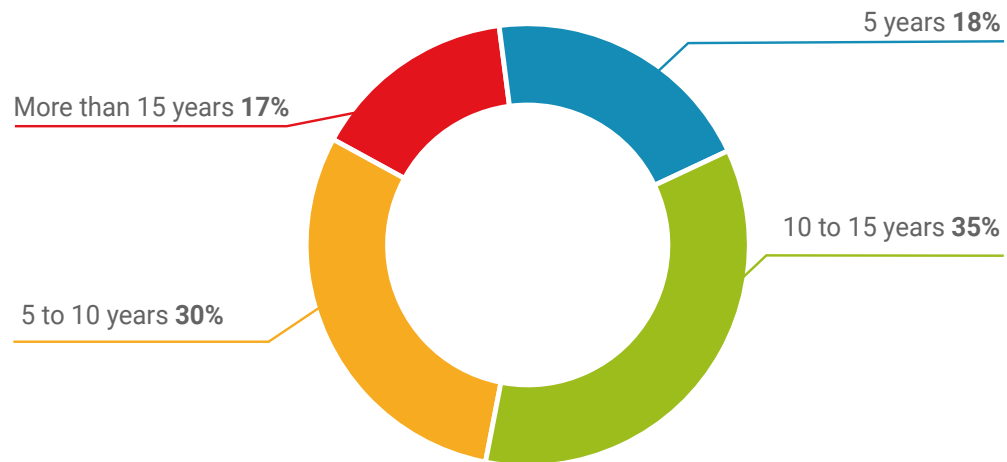
### Average Age

---

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

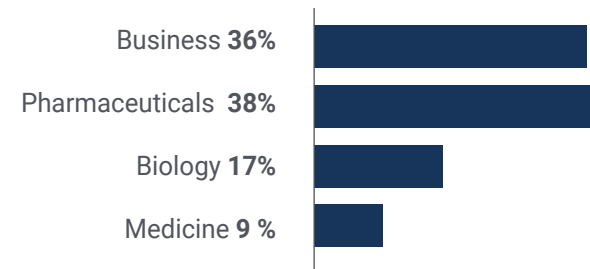
### Years of Experience

---



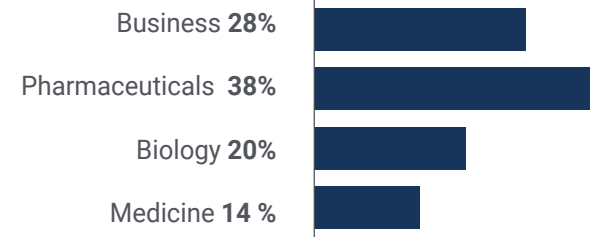
### Training

---



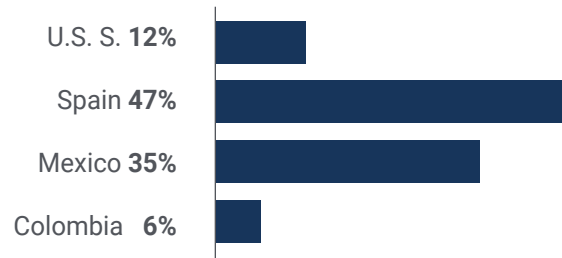
### Academic Profile

---



## Geographical Distribution

---



## Santiago Alarcón

Production manager in a pharmaceutical company

*"My educational experience was enriching academically, personally and professionally. It provided me with the foundation I needed to grow personally and succeed in my field of work. I am proud to have completed this Postgraduate Certificate and I will always cherish the time I spent, it was a crucial stage in my personal and professional development"*

08

# Course Management

This program stands out for having a team of excellent teachers who teach lessons from an cutting-edge educational point of view. The professors are recognized specialists in the fields of Pharmaceutical Industry, Medicine and Business, and have extensive work experience. This will ensure that students gain quality knowledge directly from professionals who stand out in their respective fields.





“

*You will find your inner motivation and transmit it to the other employees of the company, making this a healthy coexistence”*

## Management



### Mr. Cardenal Otero, César

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

## Professors

### Mr. Cobo Sainz, Manuel

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





09

# Impact on Your Career

The career of a business professional who decides to pursue this program will experience several significant implications and benefits. By acquiring specialized knowledge and skills in this field, the professional will be in a favorable position to take advantage of the opportunities and meet the challenges that arise in the pharmaceutical and biotechnology industry. In addition, you will develop leadership skills and support personal and organizational transformation.



“

*You will clarify your objectives through the Grow model and create Mandalas to visualize your team's success"*



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

TECH's Postgraduate Certificate in Comprehensive Coaching in Pharma Biotech is an intensive program that prepares you to face challenges and business decisions in the medical and pharmaceutical field. Its main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve yourself, make a positive change at a professional level and interact with the best, this is the place for you"

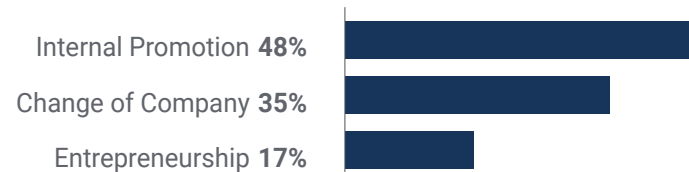
*You will master the power of language and the competence of listening, silence and speech.*

*You will observe, distinguish and manage your mental models, beliefs and judgments and reflect them in others.*

#### When the change occurs



#### Type of change



### Salary increase

---

This program represents a salary increase of more than **27.19%** for our students



10

# Benefits for Your Company

By having an employee in the company who is a graduate of this program, the company will benefit from a comprehensive approach to developing talent, strengthening teamwork and creating a positive organizational culture. This will have a direct impact on the company's productivity, adaptability and overall well-being, which will position it favorably in the competitive pharmaceutical and biotechnology sector.







“

*You will use emotional intelligence to enhance your coaching skills and motivate your team"*

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

11

# Certificate

The Postgraduate Certificate in Comprehensive Coaching in Pharma Biotech guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



“

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

This **Postgraduate Certificate in Comprehensive Coaching in Pharma Biotech** contains the most complete and up-to-date program on the market.

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

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

Title: **Postgraduate Certificate in Comprehensive Coaching in Pharma Biotech**

Official N° of Hours: **150 h.**



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





## Postgraduate Certificate Comprehensive Coaching in Pharma Biotech

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

# Postgraduate Certificate Comprehensive Coaching in Pharma Biotech