

# Postgraduate Certificate

## Leadership and Team Management in the Pharmaceutical Industry





## Postgraduate Certificate Leadership and team Management in the Pharmaceutical Industry

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University Graduates, Postgraduate Certificates and Bachelor's Degree Holders who have previously completed any of the qualifications in the fields of Engineering, Computer in the field of Engineering, Computer Economy, Marketing and Pharmacist Administration

Website: [www.techtute.com/in/school-of-business/postgraduate-certificate/leadership-management-pharmaceutical-industry](http://www.techtute.com/in/school-of-business/postgraduate-certificate/leadership-management-pharmaceutical-industry)

# 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

In the Pharmaceutical Industry, safety, product quality, compliance with manufacturing standards and the existing and applicable regulations at each stage of the process are crucial. In this context, the management of teams becomes essential and having people in charge of coordinating them is key to obtain optimal results. For all these reasons, TECH has developed this 100% online program that leads the graduate to increase his or her competencies for the management of personnel in this demanding sector. For this purpose, program the students have a didactic material innovative multimedia, accessible 24 hours a day, from any electronic device with an Internet connection. Thanks to this flexibility, they will be able to combine their daily activities with a high-level qualification.



**Postgraduate Certificate Leadership and Team Management  
in the Pharmaceutical Industry  
TECH Technological University**



“

*Become a leader in the Pharmaceutical Industry  
thanks to this TECH Postgraduate Certificate"*

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 centre 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

At the end of the 6-week course, the graduate will have acquired the necessary skills to lead teams, attract talent and improve communication with the different departments within a pharmaceutical company. In this way, they will optimize operational efficiency and improve the overall performance of companies within the pharmaceutical industry. In this process, students will be provided with a wealth of innovative educational material, hosted in the virtual library.



“

*Acquire solid talent management skills and build teams that generate high performance within the pharmaceutical sector”*

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

Working together to achieve them.

The Postgraduate Certificate in Leadership and Team Management in the Pharmaceutical Industry will enable students to:

01

Acquire specialized knowledge in the Pharmaceutical Industry

04

Understand the structure and operation of the pharmaceutical industry

02

Deepen your knowledge of the Pharmaceutical Industry

03

Delve into the latest developments in the Pharmaceutical Industry





05

Understand the competitive environment of the Pharmaceutical Industry

06

Understand market research concepts and methodologies

07

Use market research technologies and tools

08

Develop sales skills specific to the Pharmaceutical Industry



09

Understand the sales cycle in the Pharmaceutical Industry

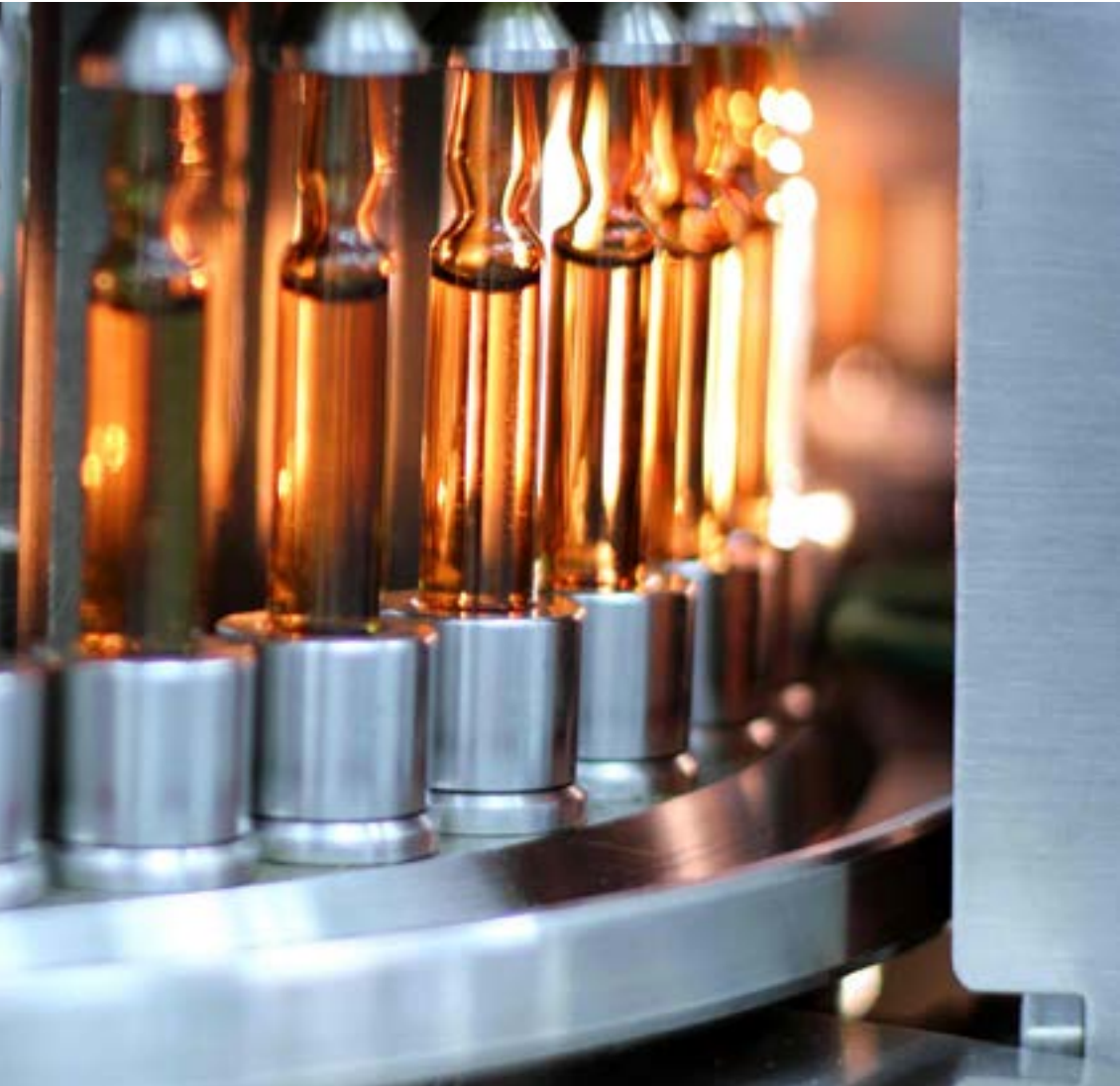
10

Analyze customer behavior and market needs

11

Develop leadership skills





12

Understand the specifics of management in the Pharmaceutical industry

13

Apply project management techniques

14

Understand the principles and fundamentals of marketing in the pharmaceutical industry

05

# Structure and Content

This program will provide experts with a solid understanding of Leadership and Team Management in the Pharmaceutical field. In this program, students will explore key areas in this field such as leadership, team development and recruitment, and change management. All of this, over the course of 150 teaching hours and with high quality multimedia content.



“

*Thanks to the wide range of multimedia resources in this program, you will gain the knowledge necessary to achieve an effective organization in your company"*

## Syllabus

The syllabus of this Postgraduate Certificate has been designed by an excellent team of professionals with extensive knowledge of the Pharmaceutical Industry and Human Resources management within this sector. From a theoretical-practical perspective, students will be able to obtain a highly applicable learning in their daily performance in the management of teams.

In this way, they will learn in depth about leadership trends and challenges, recruitment strategies, internal communication and performance evaluation. To ensure a much more agile learning process, the graduate will have at his or her disposal multimedia material based on video summaries, detailed videos, specialized readings and simulations of case studies.

Likewise, thanks to the *Relearning* method, which consists of the continuous repetition of the most important concepts, the student reduces the long hours of study and memorization so frequent in other teaching systems.

For this reason, TECH provides a unique academic option, which gives the necessary flexibility for those who are looking for a cutting-edge university proposal compatible with their most demanding daily responsibilities. Undoubtedly, an unparalleled opportunity for professional progression in a very short time.

This Postgraduate Certificate is developed over 6 weeks and consists of 1 module

### Module 1

### Leadership and Team Management in the Pharmaceutical Industry





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

TECH offers the possibility of developing this Postgraduate Certificate in Leadership and Team Management in the Pharmaceutical Industry in a totally online way. 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. Leadership and team management in the Pharmaceutical Industry**

**1.1. Leadership in the Pharmaceutical industry**

- 1.1.1. Leadership trends and challenges
- 1.1.2. Transformational Leadership
- 1.1.3. Leadership in Risk Management
- 1.1.4. Leadership in Continuous Improvement

**1.2. Talent Management**

- 1.2.1. Recruitment strategies
- 1.2.2. Profile development
- 1.2.3. Succession planning
- 1.2.4. Talent Retention

**1.3. Team development and training**

- 1.3.1. GMP Good Manufacturing Practices
- 1.3.2. Technical skills development
- 1.3.3. Safety training
- 1.3.4. R&D development

**1.4. Internal communication strategies**

- 1.4.1. Development of an open communication culture
- 1.4.2. Communication of objectives and strategies
- 1.4.3. Communication of organizational changes
- 1.4.4. Communication of policies and procedures

**1.5. Performance Management**

- 1.5.1. Establishment of clear goals and objectives
- 1.5.2. Definition of Performance Indicators
- 1.5.3. Continuous Feedback
- 1.5.4. Performance Evaluation

**1.6. Change Management**

- 1.6.1. Diagnosis of the need for change
- 1.6.2. Effective communication of change
- 1.6.3. Creating a sense of urgency
- 1.6.4. Identification of change leaders

**1.7. Quality Management**

- 1.7.1. Definition of quality standards
- 1.7.2. Implement of quality management system
- 1.7.3. Quality Control in Production
- 1.7.4. Supplier Management

**1.8. Management of the marketing Budget**

- 1.8.1. Strategic Marketing Planning
- 1.8.2. Establishment of the total marketing budget
- 1.8.3. Budget distribution by marketing channels
- 1.8.4. Investment Return Analysis (ROI )

**1.9. Planning and execution of marketing campaigns**

- 1.9.1. Market and target audience analysis
- 1.9.2. Establishment of campaign objectives
- 1.9.3. Marketing strategy development
- 1.9.4. Marketing channel selection

**1.10. Market news update**

- 1.10.1. Market trend analysis
- 1.10.2. Competitor monitoring
- 1.10.3. Follow-up on new developments in the sector
- 1.10.4. Participation in events and conferences





“

*Optimize your study time with the Relearning method and concentrate efficiently on the most important concepts”*

# 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 university graduates who have previously completed a program in the field of Business, Economics, Marketing and Pharmaceuticals.

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

The Postgraduate Certificate can may also taken by professionals who, being university graduates in any field, have two years of work experience in the field of pharmacist or of Digital Marketing





“

*Manage the performance of your teams accurately by setting clear goals and measuring their performance effectively”*

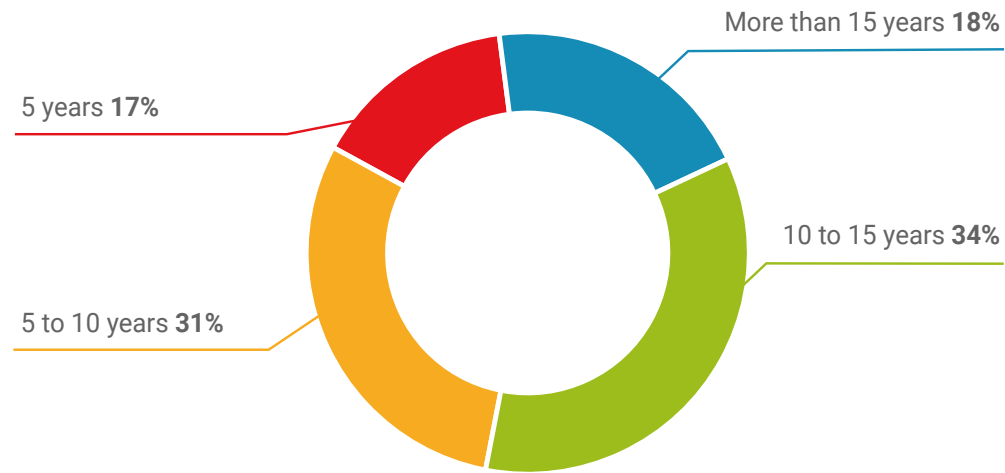
### Average Age

---

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

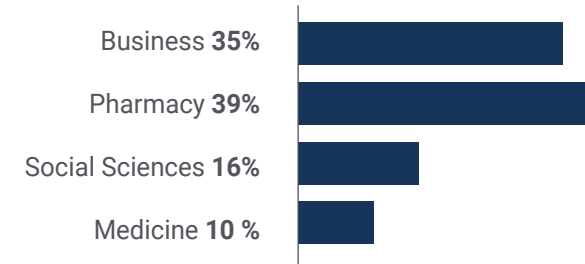
### Years of Experience

---



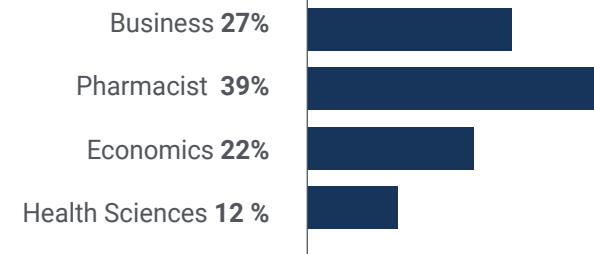
### Training

---



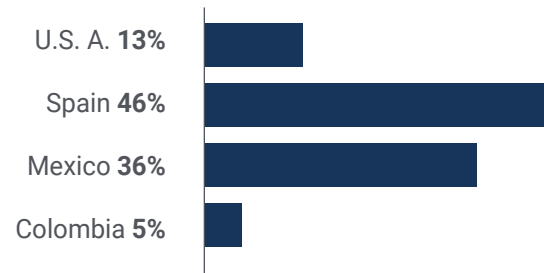
### Academic Profile

---



## Geographical Distribution

---



## Diego Gómez

R&D Project Manager in the Pharmaceutical Industry

*"The constant changes in the pharmaceutical industry led me to make the decision to update my knowledge to lead teams in R&D projects. It was the right decision to take this degree, as it gave me the keys and strategies to apply them from day one in my work. Thanks to this I have been able to progress in my company".*

08

# Course Management

In order to offer its students a quality education, TECH carries out rigorous selection processes for each and every one of the teachers that make up its programs. In this way, the graduate who enters this degree will have the guarantee of access to a content developed by real specialists in the pharmaceutical sector with an extensive and consolidated professional career. In this way, this academic institution provides a Postgraduate Certificate that allows to raise the competences for the Direction and Management of Teams in the Pharmaceutical Industry.





“

*Professionals with a consolidated and successful trajectory and successful trajectory in the pharmaceutical sector integrate this 100% online Postgraduate Certificate"*

## Management



### D. Calderón, Carlos

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



### D. Expósito Esteban, Alejandro

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





## Professors

### D. Puerto Peña, Gustavo

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



*TECH has carefully selected the faculty for this program so that you can learn from today's top specialists"*

09

# Impact on Your Career

The objective of this university program is to generate, in a short period of time, knowledge that will have a positive impact on the students' professional career in the pharmaceutical sector. Whether directing research projects, product development or commercialization, this program will allow you to increase your skills in team management, talent detection and the effective development of all the tasks entrusted to each of the staff members.





“

*Increase your position in the pharmaceutical sector thanks to this university program"*

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

The Postgraduate Certificate in Leadership and Team Management in the Pharmaceutical Industry from TECH is an intensive program that prepares you to face challenges and business decisions in the field of business and pharmaceuticals. The 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 network with the best, then this is the place for you.

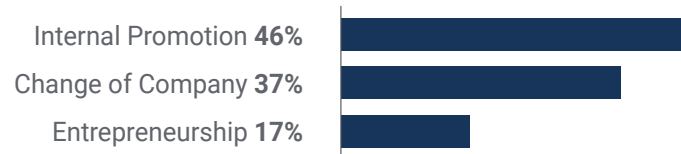
*He conducts successful negotiations with suppliers and excels in the Pharmaceutical Industry.*

*You will master the essential areas to manage projects and teams in the pharmaceutical sector.*

#### 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

The professional who completes this program with TECH will have the opportunity to contribute significantly in achieving the objectives of pharmaceutical companies. Their ability to lead and manage people will allow organizations to increase their performance, open new possibilities for action by having a leader capable of coordinating specialized teams in different areas within the sector itself.

A unique opportunity that you will only reach with this institution, the largest digital university in the world.







“

*You will be able to manage and coordinate the most impactful projects within the pharmaceutical industry”*



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



“

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

This **Postgraduate Certificate in Leadership and Team Management in the Pharmaceutical Industry** 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 certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

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

Official N° of Hours **150 h.**



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



## Postgraduate Certificate Leadership and team Management in the Pharmaceutical Industry

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

# Postgraduate Certificate

## Leadership and Team Management in the Pharmaceutical Industry

