

Postgraduate Certificate

Structure of the Pharmaceutical Industry





Postgraduate Certificate Structure of 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/us/school-of-business/postgraduate-certificate/structure-pharmaceutical-industry

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01 Welcome

The importance of having a solid pharmaceutical structure, responsible for regulating and supervising the research, development, production and marketing of pharmaceutical products is undeniable. The incursion into a sector of great importance for the health and well-being of people requires professionals who can successfully navigate among the different actors involved in this industry.

In order to meet this need, TECH has designed this program under a 100% online format, which will lead the graduate to update their knowledge about the sector, detect business opportunities and skills to interact with other experts in this environment. These goals will be feasible thanks to the quality content, created by real experts in this field and the pedagogical resources of this program.



Postgraduate Certificate in Structure of the Pharmaceutical Industry
TECH Technological University



“

*Become an expert in the
Pharmaceutical Industry with
this 100% online Postgraduate
Certificate”*

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 the professional with the most updated knowledge on the structure of the Pharmaceutical Industry. In this way, the graduate will have the necessary knowledge to successfully operate in the environment in which it operates, identify business opportunities, make strategic decisions and efficiently manage the challenges of this sector. To this end, they will have the most advanced and innovative teaching resources available on the current academic scene.



“

Get to know perfectly the pharmaceutical distributors in charge of logistics and be successful in this field thanks to TECH”

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

The **Postgraduate Certificate in Structure of the Pharmaceutical Industry** will enable students to:

01

Acquire specialized knowledge in the
Pharmaceutical Industry

02

Deepen your knowledge of the Pharmaceutical Industry

03

Delve into the latest developments
in the Pharmaceutical Industry

04

Understand the structure and operation of
the pharmaceutical industry



05

Understand the competitive environment of the Pharmaceutical Industry

06

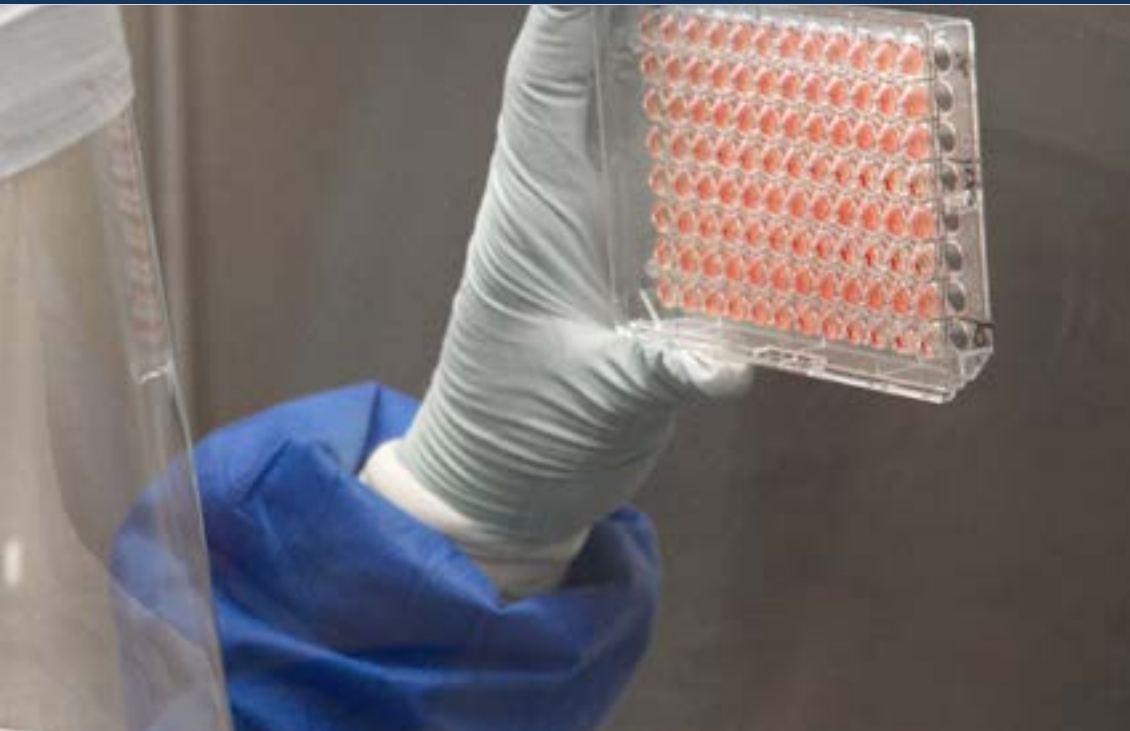
Understand market research concepts and methodologies

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 university provide professionals with a solid understanding the Structure of the Pharmaceutical Industry in the only 6 weeks. In this way, graduates will obtain a comprehensive vision of pharmaceutical laboratories, drug development and patents. All this, through a program marked by the quality of its content.



“

Acquire knowledge in the latest research and development (R&D) techniques to drive innovation in the pharmaceutical industry"

Syllabus

TECH has developed this program in Structure of the Pharmaceutical Industry to provide students with the most exhaustive information about this sector in a rigorous and dynamic way. This will allow them to develop skills to be able to develop professionally in a competitive sector.

Therefore, throughout this academic journey, the syllabus of this program will allow students to deepen their knowledge of strategic alliances and the role of regulatory bodies, good laboratory practices, discount profitability analysis and discount management. In this way, the student will be able to increase their field of action and increase their possibilities for professional growth.

In this process, the graduate will have at their disposal a variety of multimedia resources, specialized readings and interactive summaries, which will further facilitate their learning. In addition, the *Relearning* method guarantees a unique and effective learning process that reduces the long hours of memorization.

A unique opportunity to study a university degree that allows access to its content at any time of the day and place through an electronic device with Internet connection.

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

Module 1

Structure of the Pharmacist Industry



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Structure of the Pharmaceutical Industry 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. Structure of the Pharmacist Industry

1.1. Pharmacological development

- 1.1.1. Drug discovery
- 1.1.2. Pharmacokinetics
- 1.1.3. Pharmacodynamics
- 1.1.4. Pre-clinical trials

1.2. Pharmaceutical laboratory

- 1.2.1. Good Laboratory Practices
- 1.2.2. Laboratory equipment
- 1.2.3. Laboratory instrumentation
- 1.2.4. Microbiological Analysis

1.3. R&D&I:

- 1.3.1. Screening techniques
- 1.3.2. Validation techniques
- 1.3.3. Rational design
- 1.3.4. Medicinal chemistry

1.4. Patents

- 1.4.1. Intellectual Property Fundamentals
- 1.4.2. Patent application procedure
- 1.4.3. Patentability analysis
- 1.4.4. Protection strategies

1.5. Generics

- 1.5.1. Therapeutic equivalence
- 1.5.2. Bioequivalence
- 1.5.3. Development Process
- 1.5.4. Manufacture Process

1.6. Stock management

- 1.6.1. *Stock* Control
- 1.6.2. Inventory Management
- 1.6.3. Demand forecasting methods
- 1.6.4. *Stock* management software

1.7. Discounts

- 1.7.1. Volume discounts
- 1.7.2. Cash discounts
- 1.7.3. Loyalty discounts
- 1.7.4. Profitability analysis on discounts

1.8. Pharmaceutical industry value chain

- 1.8.1. Risk Management
- 1.8.2. Information technology
- 1.8.3. Sustainability
- 1.8.4. Social Responsibility

1.9. Strategic Partnerships

- 1.9.1. Collaborations
- 1.9.2. License agreements
- 1.9.3. *Joint Ventures*
- 1.9.4. Negotiation of strategic alliances

1.10. Regulatory agencies

- 1.10.1. Post-marketing surveillance
- 1.10.2. Regulatory audits
- 1.10.3. Regulatory harmonization
- 1.10.4. Mutual recognition of records



“

Optimize your study time and improve your long-term understanding of this Postgraduate Certificate with the Relearning method”

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.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

Besides, professionals who, being university graduates in any area, have two years of work experience in the pharmaceutical or Digital Marketing field, may take the Postgraduate Certificate.





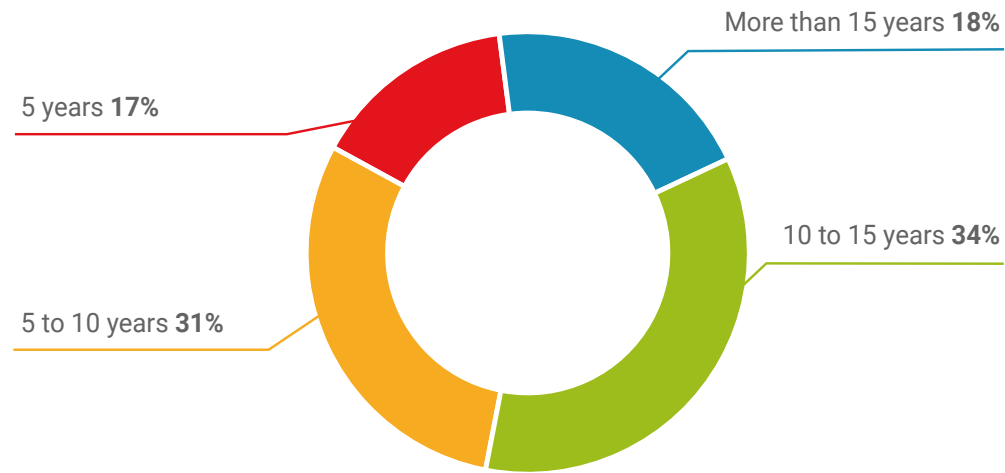
“

Distinguish yourself within the pharmaceutical sector thanks to this first class academic option created by TECH”

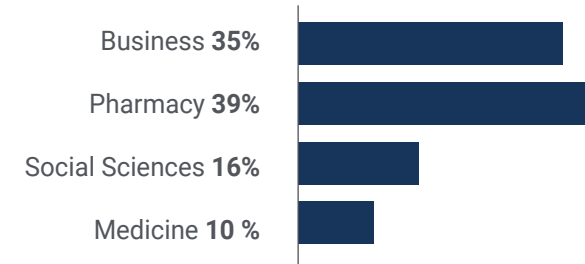
Average Age

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

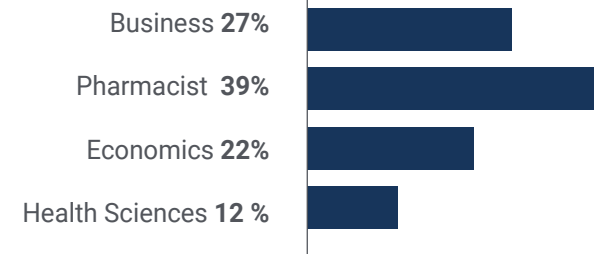
Years of Experience



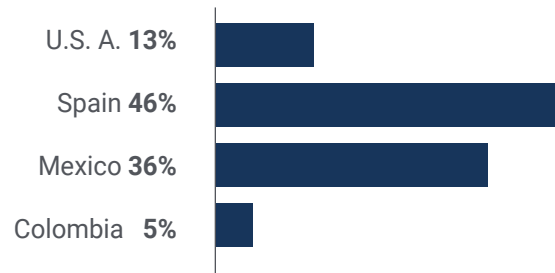
Training



Academic Profile



Geographical Distribution



Diego Hidalgo

Pharmaceutical Laboratory Project Technician

"This Postgraduate Certificate not only provided me with an education of excellence, but also an opportunity to evolve both professionally and personally. The teachers made the difference in this program with their content. Their practical vision gave me a new insight into the pharmaceutical industry"

08

Course Management

In order to provide quality education, TECH has selected an excellent teaching team with a consolidated track record in the Pharmaceutical Industry and Digital Marketing. Their deep knowledge of the sector will allow the professional to raise their skills in this sector and distinguish themselves among its main competitors in a demanding sector. Also, the proximity of the faculty will allow you to resolve any questions you may have about the content of this program.





“

You will fully master the pharmaceutical sector thanks to a program created by real experts in this industry”

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. García-Valdecasas Rodríguez de Rivera, Jesús

- ◆ Technical Pharmaceutical Director Arkopharma in Laboratories
- ◆ Technician Responsible for the Biocides and Cosmetics Area at Laboratorios Bohm
- ◆ Quality and Records Coordinator at Bohm Laboratories
- ◆ Director quality, developing and Regulatory Matters at Industrias Farmacéuticas Puerto Galiano S.A.
- ◆ Responsible for Records/Technical Services at Arafarma Group S.A.
- ◆ Degree in Pharmacy from the University of Alcalá
- ◆ Professional Master's Degree in Pharmaceutical and Parapharmaceutical Industry from the Center for Higher Studies in the Pharmaceutical Industry (CESIF)

“

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

09

Impact on Your Career

Thanks to this program you will be up to date with the evolution of the pharmaceutical industry and its future challenges. In this way, you will get an update in a sector that requires specialists in marketing, technological innovation and a high knowledge of the inner workings of the different actors in this field. With all of this, students will be able to achieve their career goals.



“

*Enhance your skills to establish
business relationships with other health
care professionals”*

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

TECH's Postgraduate Certificate in Structure of the Pharmaceutical Industry is an intensive program that prepares you to face challenges and business decisions in 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.

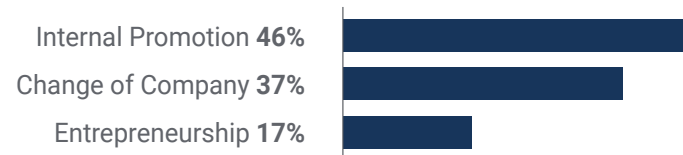
*Meet your career goals
and grow in a constantly
evolving pharmaceutical
industry.*

*You will achieve
a much more
competitive position
in the pharmaceutical
sector thanks to TECH.*

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

Thanks to this university proposal, the professional will add value to his or her performance in the Pharmaceutical Industry. Mastering all the elements that make it up allows them to get involved with greater guarantees in projects in this sector, while leading them to design innovative strategies that will make companies grow. These benefits have a direct impact on the profitability of the companies to which they belong.



“

Take the online mode of this Professional Certificate, you will be able to maximize your learning process from the comfort of your home"

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 Nombre del Porgrama 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 Structure of the Pharmaceutical Industry** contains the most complete and updated program in 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 Structure of the Pharmaceutical Industry**

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.



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- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Postgraduate Certificate

Structure of the Pharmaceutical Industry

