

# Postgraduate Certificate

## Structure of the Pharmaceutical Industry



## Postgraduate Certificate Structure of the Pharmaceutical Industry

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Accreditation: 6 ECTS
- » 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](http://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 Global 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 Global University



### Innovation

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

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



### The Highest Standards

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

**95%** | of TECH students successfully complete their studies



### Networking

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

**+100000**

executives prepared each year

**+200**

different nationalities



### Empowerment

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

**+500**

collaborative agreements with leading companies



### Talent

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

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



### Multicultural Context

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

TECH students represent more than 200 different nationalities.



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



### Learn with the best

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

Teachers representing 20 different nationalities.



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



### Analysis

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



### Academic Excellence

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



### Economy of Scale

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

03

# Why Our Program?

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

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





“

*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 Global 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

# Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.



“

*TECH will prepare you to face new challenges in uncertain environments and achieve success in your career”*

## The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.

The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

“

*At TECH you will NOT have live classes  
(which you might not be able to attend)”*





### The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

“*TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want*”

## Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.



## Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

*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.*



## A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.



*The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule”*

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

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.



## The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

*Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.*

*You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.*



As such, the best educational materials, thoroughly prepared, will be available in this program:



#### 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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



#### Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.



#### Interactive Summaries

We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

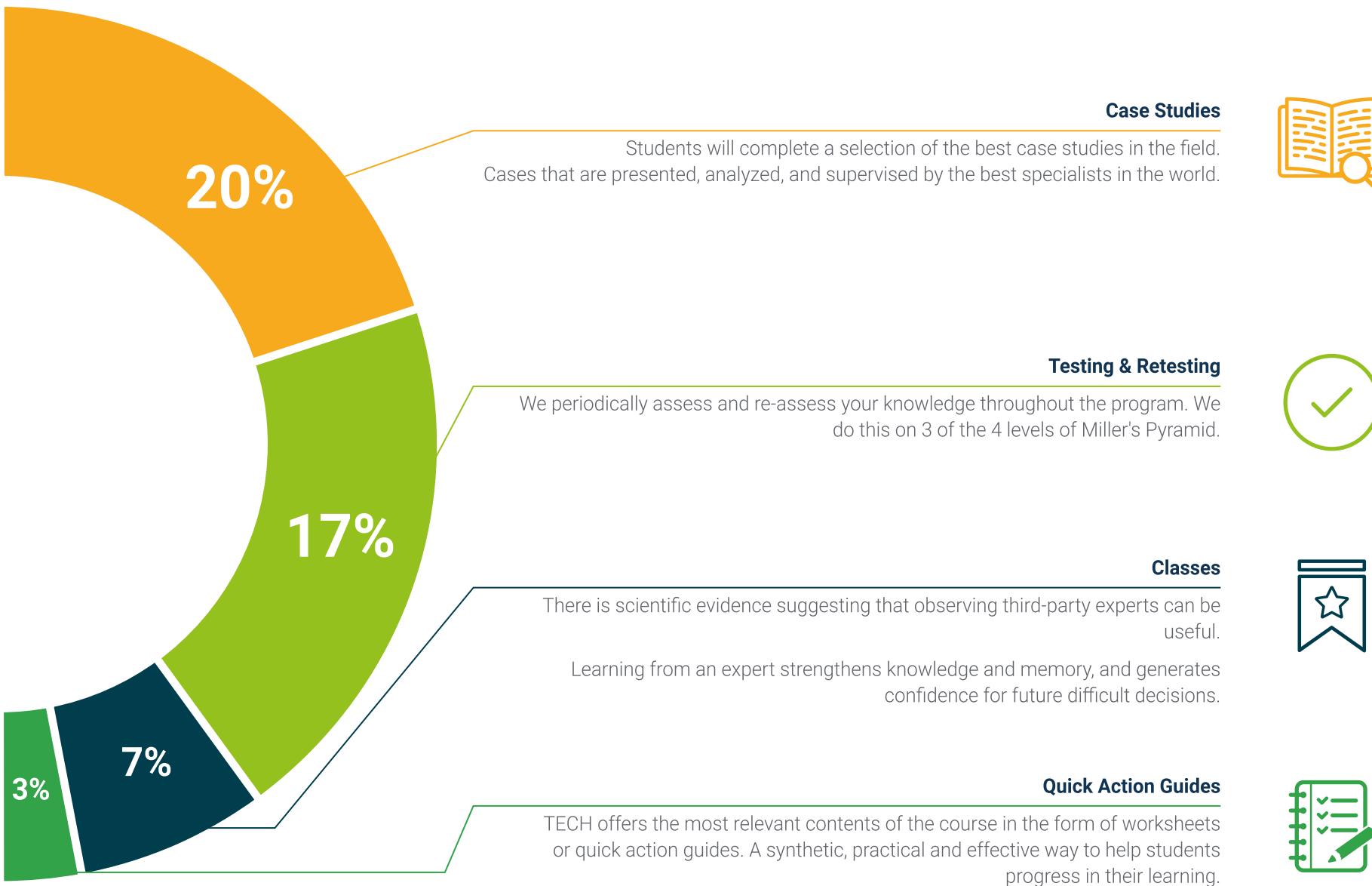
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



#### Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.





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.





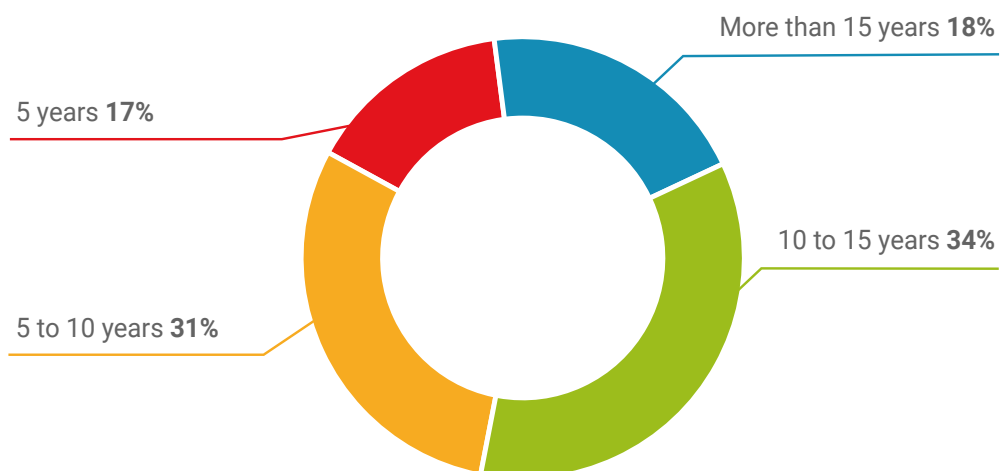
“

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

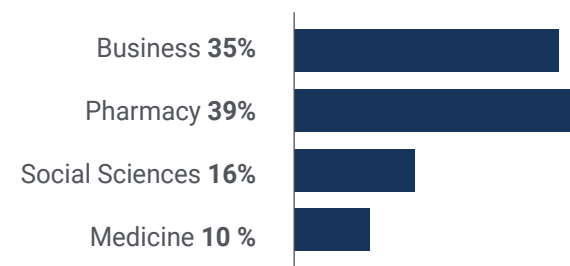
## Average Age

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

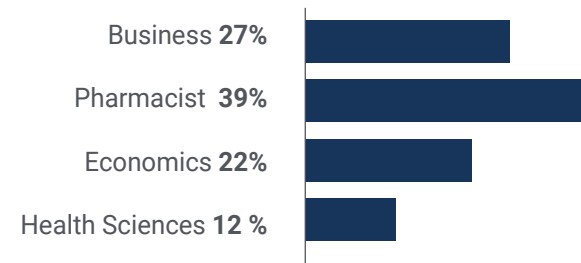
## Years of Experience



## Training

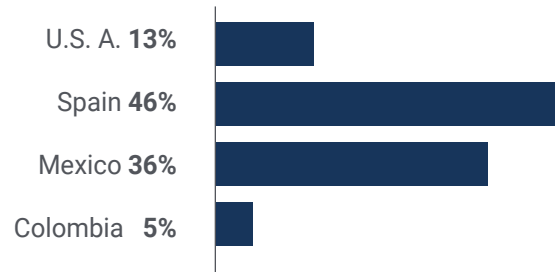


## Academic Profile



## Geographical Distribution

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## 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.

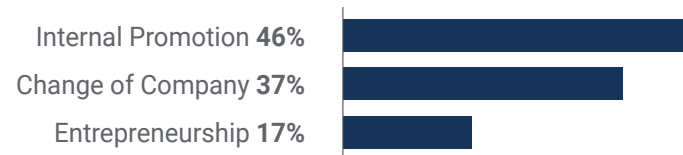
*Meet your career goals  
and grow in a constantly  
evolving pharmaceutical  
industry.*

*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 Structure of the Pharmaceutical Industry guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.





“

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

This private qualification will allow you to obtain a **Postgraduate Certificate in Structure of the Pharmaceutical Industry** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

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

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Modality: **online**

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Accreditation: **6 ECTS**





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