

A black and white photograph of a male scientist with a beard, wearing safety glasses and a white lab coat. He is focused on his work, using a pipette to transfer liquid into a test tube. The background shows a laboratory bench with various pieces of equipment, including a rack of test tubes and a microscope. The image is partially obscured by a large white triangle on the left side.

MCE

Mini MBA for the Pharmaceutical and Biotech Industries

Mini MBA

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Understand how the pharma industry works today and develop the key management skills you need to boost your career

Highlights

- Develop your key pharma management skills in strategy, customer value, change management, marketing & finance
- Use case studies, role plays & group exercises to practice what you learn in this best-selling programme

Key Competences

- Strategic leadership
- Marketing excellence
- Business finance skills
- Building value propositions
- Change management
- Market access & economics

The Right Programme for You

You are an engineer, scientist or specialist and you have a new management role in the pharma industry. This programme gives you the key skills you need to become a great manager and boost your career.

Managers

New Managers



Learn, Practice and Use

- **Translate** changes in the healthcare environment into competitive strategies for sustainable growth in your department, division or company
- **Understand** the key pharma business areas and their role in your company's value chain
- **Get** a full understanding of crucial financial and strategic issues in pharma
- **Support** & implement strategic goals from top management and boost your own career
- **Align** & focus your team or group on your company's customer value propositions
- **Explore** new business models in Pharma and what they mean for you
- **Apply** design thinking to customer-centric strategies
- **Explore** competitive analysis, vision, resource allocation & priorities in your strategy
- **Learn** how market access & medical affairs are part of your customer value proposition
- **Share** your knowledge and challenges with your peers and MCE's highly experienced faculty

Practical Information

Face-to-Face



5 days
€4,295

Live Online



12 x 3-hour sessions
€4,295

Available In-Company

The programme is available as an In-Company solution for your teams. More information at mce.eu/inco

mce.eu/mba for dates, locations and full programme outline

Programme Modules

1

The Big Picture

- Environment & mega trends
- The healthcare market landscape (pharma, medical devices and diagnostics)
- The life sciences value chain
- Key strategies & new business models

2

Strategy Development & Strategic Leadership in Pharma

- Essentials of strategy: competitive analysis, vision and objective setting, resource allocation and prioritization
- Agility in a VUCA World
- Change management
- Leadership in time of crisis

3

Building the Value Proposition

- Stakeholders mapping and value mapping
- From R&D to market authorization to supply chain: creating value (strategic product development and innovative distribution models)
- Market access & health economics: measuring value
- Medical affairs: integrating value (Therapeutic Expertise, RWE, Upgrading Clinical decision-making)
- Marketing: communicating value (competitive positioning and messaging, customer engagement, marketing mix: from 4 p's to 4c's)

4

Marketing Excellence in Pharma

- Applying design thinking to customer-centric strategies
- Objectives and brand vision, product positioning
- Marketing plans driven by key issues
- Marketing mix: from operational strategies to multichannel tactics
- Execution discipline & alignments of customer-facing functions
- Key metrics to track successful execution and monitor outcomes, launch excellence

5

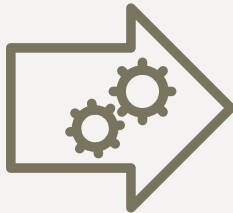
Finance

- The roles of accounting & finance: external (reporting/fiscal) and internal (business) management
- Key accounting principles & concepts
- Reading financial statements
- Financial analysis & valuation (NPV, IRR)
- The business plan: resource allocation and forecasting



Learn

the key business skills and knowledge you need for your management role today and tomorrow



Practice

the skills you learn and get feedback, recommendations and coaching



Use

what you learn and practise as soon as you get back to your office

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