



Includes GenAI Module

Mini MBA for the Pharmaceutical and Biotech Industries

Mini MBA

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Learn the key skills you need in a dynamic and changing pharma industry.

Highlights

- See the big picture across the entire pharma value chain—from R&D to market access.
- Make smarter decisions using financial insights, strategic tools, and real-world pharma cases.

Key Competences

- Integrated Strategic Intelligence
- Leadership Skills
- GenAI for Strategic Decision-Making
- Financial Fluency
- Innovation & Agility
- Cross-Functional Impact

The Right Programme for You

You are a pharmaceutical professional in roles like Market Access, Medical Affairs, or Sales, you're now a manager facing increasing complexity.

Managers

New Managers



Learn, Practice and Use

- **Understand** the full context of pharma today—from market trends and financial dynamics to patient value and digital transformation.
- **Identify** complex business challenges and opportunities using strategic tools, financial models, and stakeholder insights.
- **Develop** innovation capabilities through design thinking and agile planning to address real-world pharma issues.
- **Foster** effective cross-functional collaboration to align commercial, medical, and operational strategies..
- **Navigate** industry challenges, including regulatory hurdles and market access complexities.
- **Inspire** your teams to lead with confidence in an evolving and uncertain healthcare environment.
- **Gain** hands-on experience with GenAI to accelerate strategy, improve decision-making, and create innovative pharma business models.

Practical Information

Face-to-Face



5 days
€4,295

Live Online



12 x ^{3-hour}
€4,295 sessions

Available In-Company

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

[Click here](#) for dates, locations and full programme outline

Programme Modules

1

Strategic Fundamentals in Pharma

- Analyze global pharma trends, emerging technologies, and competitive shifts.
- Use proven strategic and competitive analysis tools in your day-to-day role.
- Define clear, patient-centered value propositions and align business models with market needs.
- Align functional strategies (like Medical, Regulatory, or Market Access) with broader commercial goals.

Why this matters: You'll move from executing tasks to understanding how your work connects to long-term business success.

2

Leading People & Driving Change

- Strengthen your emotional intelligence to build trust and engagement.
- Lead diverse, cross-functional teams toward shared outcomes.
- Use change management models to drive transformation.
- Improve your communication and coaching skills under pressure.

Why this matters: You can't drive change alone. Leading effectively—especially in volatile, uncertain environments—is essential to achieving sustainable results.

3

Innovation, Digital Transformation & Patient-Centricity

- Gather and apply patient insights to shape more relevant strategies.
- Understand and leverage digital health tools, AI, and real-world evidence.
- Apply design thinking to reframe problems and co-create impactful solutions.
- Foster an innovation mindset and agility across your team.

Why this matters: Your ability to translate insights into action will set you apart—whether you're optimizing processes or shaping the future of healthcare.

4

Financial Acumen for Strategic Decision-Making

- Read and interpret the most common financial statements (P&L, balance sheets, cash flow).
- Understand pharma-specific cost structures, margins, and revenue models.
- Use financial tools like Net Present Value (NPV), Internal Rate of Return (IRR), and payback period to evaluate investments.
- Connect financial analysis to operational and strategic decisions.

Why this matters: With strong financial fluency, you'll contribute more effectively to planning, prioritization, and cross-functional discussions.

5

Integrated Execution & GenAI for Strategic Impact

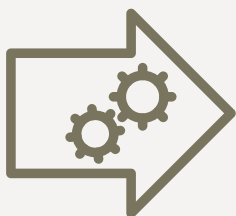
- Apply your Mini MBA learnings to real pharmaceutical and biotech challenges
- Create and capture value across the full R&D-to-Market Access journey
- Use GenAI to brainstorm strategic options and re-image pharma business models
- Complete a Capstone Workshop to build a future-proof strategic roadmap for your organisation

Why this matters: You will translate knowledge into actionable strategies, leverage AI to test innovative ideas, and strengthen decision-making. This hands-on module ensures you can lead confidently and create lasting impact across your organization.



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

For more information please contact:



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