

BESTSELLER

Mini MBA for the Pharmaceutical and Biotech Industry

MCE Management Centre Europe®

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★ BESTSELLER

Mini MBA for the Pharmaceutical and Biotech Industries

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



Ideal for

You are a pharmaceutical professional in management, you're facing increased complexity in roles like Market Access, Medical Affairs, Finance, Operations, Sales, or Marketing. To enhance decision-making and influence across the organization, you need to motivate your team while also understanding finance, strategy, and leadership.

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.

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

Practical Information

FACE-TO-FACE

5 days

€4,295

LIVE ONLINE

12 × 3-hour sessions

€4,295

SCAN HERE

FULL OUTLINE, DATES & LOCATIONS →

AVAILABLE IN-COMPANY

This programme is available as an in-company solution for your teams. mce.eu/inco

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.

MCE is your reliable partner for continuous success with agile people development solutions.

10,000,000

participants on AMA & MCE programmes in the last 10 years

92%

of Fortune 1,000 companies are our business partners

96%

of participants report they are using what they have learnt at AMA & MCE

1,000+

expert facilitators globally

100+

Open Training Programmes running throughout EMEA

100+

year's experience working with our clients around the globe

AVAILABLE IN-COMPANY

Train your whole team together

This programme is also available as an in-company solution, adapted to your organisation and run for your teams.

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FOR MORE INFORMATION, PLEASE CONTACT

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