



The Mini MBA for the Pharmaceutical & Biotech Industries *(Post-Pandemic Edition)*

Online & Face -to-face

The Mini MBA for the Pharmaceutical and Biotech Industries

(Post-Pandemic Edition)

The COVID-19 pandemic has thrown into question many accepted assumptions about how life sciences companies operate, from supply chain to clinical development to customer-facing functions.

More than ever before, the dynamics and fast-paced changes in the new healthcare environment require cross-functional experts who go beyond silo thinking and can apply agile solutions to complex issues.

The "Pharma Mini-MBA" is based on the key areas of a traditional MBA that have been rethought and tailored to today's life sciences industry. It provides you with the intellectual capital needed to excel as a high-performance manager in this fast-moving industry.

This programme has been updated in 2020 to incorporate the impact of the Covid-19 Pandemic on the Pharmaceutical Industry.



The healthcare industry is undergoing rapid and unparalleled change. Price pressure, increasing oversight from regulators, generics and biosimilars and more....

This programme will help you address the key business issues from the multiple perspectives of your business to support you in your current and future roles.

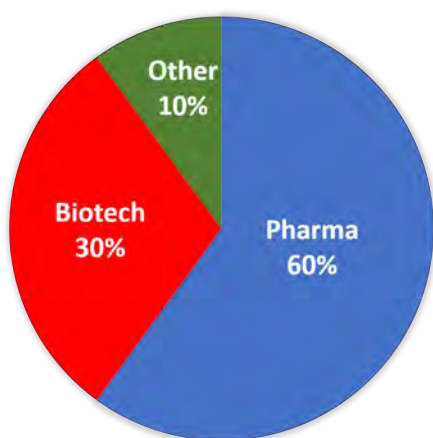


Is this programme for you?

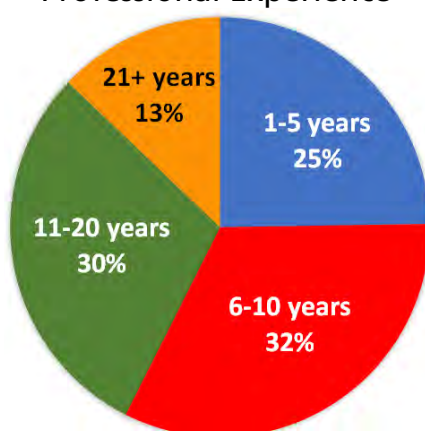
This programme is designed for all managers in the industry who need to understand cross-functional issues in the pharmaceutical industry. This includes managers who have been promoted into new – especially customer-facing or business – roles from a variety of backgrounds, such as: marketing, sales, finance, research & development, medical, chemical & biological manufacturing, engineering, corporate affairs, human resources and business development.

Profile of Typical Participants

Sector




Professional Experience



Key Competencies

- Strategic Development
- Agility
- Strategic Leadership
- Change Management
- Design Thinking
- Financial Analysis
- Marketing Planning
- Value Creation
- Understanding New Business Models



"It helped me to see through lenses of different stakeholders, customers, to consider different perspectives and to understand how to navigate decision makings or to deal with conflicts of interest in the pharma industry"

Join 1000s of managers who have already participated in this best-selling MCE programme



How will you benefit

After participating in this 5-day Mini MBA, you will be better able to:

- Translate changes in the healthcare environment into competitive strategies for sustainable growth
- Understand business areas you are not yet familiar with, and their role in your company's value chain
- Be more effective in understanding broader financial and strategic issues
- Support strategic goals from top management and implement them faster and more efficiently
- Align your team or group to concentrate on customer value through cross-functional improvements



Learn and Practise

The Mini MBA for the Pharmaceutical and Biotech Industries shows how successful businesses are run from an all-round perspective - financial, strategic and marketing - provides insights into strategic imperatives for the new healthcare environment and how managers can effectively align their teams to execute the strategy of their company.

Topic 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

Topic 2: Strategy Development & Strategic Leadership in Pharma

- Essentials of Strategy : Competitive Analysis, Vision and Objective Setting, Resource Allocation and Priorization
- Agility in a VUCA World
- Change Management
- Leadership in Time of Crisis

Topic 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)

Topic 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

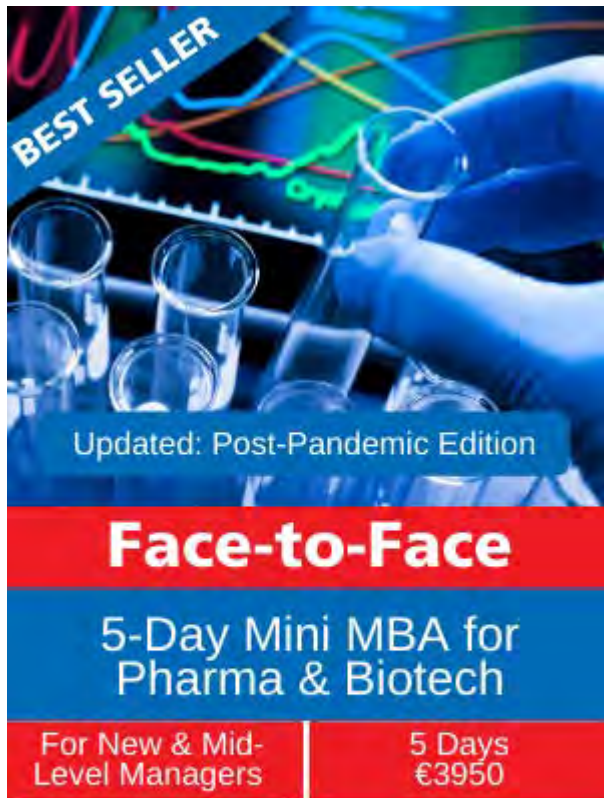
Topic 5: Finance

- 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



Practical Details

The Mini MBA for Pharma and Biotech is available in 2 formats: Face-to-Face and Live Online



BEST SELLER

Updated: Post-Pandemic Edition

Face-to-Face

5-Day Mini MBA for
Pharma & Biotech

For New & Mid-Level Managers	5 Days €3950
------------------------------	-----------------

Get a better understanding of the pharma/biotech business and develop the skills you need to be a high-performance manager.

 **Classroom**

 **5 Days**

 **€3,950**



BEST SELLER

Updated: Post-Pandemic Edition

Live Online

5-Day Mini MBA for
Pharma & Biotech

For New & Mid-Level Managers	12 Sessions €3950
------------------------------	----------------------

Get a better understanding of the pharma/biotech business and develop the skills you need to be a high-performance manager.

 **Live Online**

 **12 x 3 hours**

 **€3,950**

To register or find the latest dates:

www.mce.eu

info@mce.eu

+32 2 543 2120

What are MCE Live Online Programmes?

MCE & AMA have offered **Live Online Training** for over 10 years. You can access these scheduled live stream training programmes from anywhere. They cover the key business topics of our top-selling Open Training Programmes.

What are Live Online Training Programmes?

- consist of scheduled sessions of 3 hours each (3,4,6 or 12 sessions in total)
- delivered to small groups in a virtual classroom with an online video meetings tool
- interactive with breakout rooms and discussions
- facilitator-led with live interaction

Key Benefits

- Variety of activities that create a live and dynamic learning experience
- Real-world advice from practitioners in the field
- Online, virtual, convenient, high-quality and consistent learning
- Cost-effective and no travel necessary
- Live, personal feedback from your facilitator and peers



Avoid hotel and travel costs and minimize the time away from work.

Mini MBA Passes

Does your company have managers with a technical, scientific or specialist background?

The MCE Mini MBAs are the perfect programmes for managers with non-managerial backgrounds who need to become “all-round managers” fast.

Typical participants on MCE's Mini MBAs include: Production engineers, R&D engineers, finance managers, sales executives, marketing specialists, logistics managers, etc. or managers & department heads who need to refresh and develop their business knowledge to become even better managers.

Make it part of your company's development strategy with MCE Mini MBA Passes. These economic, flexible and easy-to-use passes are the ideal solution for your managers to take part in an MCE Mini MBA online or face-to-face.

Some practical details about Mini MBA Passes:

- **Valid on any format of the MCE Mini MBA programme** – Live Online or Face-to-Face*
- **includes all MCE Mini MBA programmes** – Mini MBA, Pharma Mini MBA, Oil & Gas Mini MBA, MedTech Mini MBA, Mining MBA, Chemical Mini MBA (and any future MBAs that will be launched)
- **Ideal for managers with a technical or specialist background** – who need to get a good understanding of how your business works fast.
- **Flexible Solution** – Passes are valid for 18 months from date of purchase. Giving you the flexibility you need to develop your managers.

*Face-to-Face programmes are subject to Covid-19 sanitary recommendations and local government regulations



MCE Mini MBA Passes

3 Passes – €9,500 (*normally €11,850*)

5 Passes – €14,950 (*normally €19,750*)

10 Passes – €26,500 (*normally €39,500*)

for 10+ passes the MCE Team will create a personalized offer for your company

To purchase Mini MBA Passes
visit the MCE Website at
www.mce.eu or send an email to
info@mce.eu

www.mce.eu

→ Key Facts About MCE



500,000

*Participants on MCE
training programmes since
1961*



59 years

*Providing Learning &
Development (L&D) services in
the EMEA region*



1,700

*Client companies which we have
worked with delivering
customized & in company
learning solutions*



6,200

*In Company Training
Solutions delivered in
more than 94 countries*



70+

*Open Training
Programmes running
throughout the EMEA
region - Online and
Face-to-Face*



10,000+

*Managers & Leaders inspired by
MCE's management
development solutions each
year*

