

5-Day Mini MBA For the Pharma & Biotech Industry



5-Day Mini MBA

For the Pharma and Biotech Industry

Gain better understanding of the pharma / biotech business contexts and develop the skills you need to excel as a high-performance manager and contribute to your company's sustainable growth.

The healthcare industry is undergoing drastic transformational change. Shrinking margins, increasing pressure from regulators, demographic shifts, generics, ethical concerns and emerging markets are just some of the issues that managers in pharma and biotechnology have to deal with. How are all these changes impacting your business strategy and processes? Are you well equipped to address all these issues? Do you have the right organizational structure and appropriate skills in place? This programme will give you the tools you need to build a solid business know how to face these challenges and contribute to your business profitability.

Who should attend?

If you are a manager or an expert who wants to master complexity and understand cross-functional issues in the pharma or biotech industry, this programme is for you.

“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.”

Thomas Pongratz, Boehringer Ingelheim Pharma GmbH & Co. KG, Germany



How you will benefit

How will you benefit?

- Translate changes in the healthcare environment into competitive strategies for sustainable growth
- Understand how the different business areas really work together
- Gain deeper understanding of broader financial and strategic contexts
- Support strategic goals from top management and implement them faster and more effectively
- Align your team or group to concentrate on customer value through cross-functional improvements
- Enhance your value to your organization and expand your professional expertise
- Increase your business know-how with the best management methods and tools for your current and future career
- Make better business decisions and improve your contribution to the business
- Network and learn with a diverse group of peers from different companies and countries
- Develop a personalized action plan that you will take back with you to your job
- Learn and practice these new skills using case studies, real examples and role plays over 5 interactive and challenging days

Why participate in an MCE programme?

TOP PROGRAMME

Almost 400,000 participants have taken part in an MCE Open Enrolment programme.

PRACTICAL

Pragmatic approach to learning - learn today, apply tomorrow.

FACILITATORS

MCE's Facilitators are experts in their field with extensive business experience.

INTERNATIONAL

Global best practice and networking with peers from across EMEA.

RECOGNISED

MCE is a top ranked learning provider with a unique offering in Leadership Skills and Business Acumen.

RECOMMENDED

95% of our clients would come back for another programme and recommend MCE.

“We can't solve the problems by using the same kind of thinking we used when we created them”

Albert Einstein

What will you learn and practise?

The MCE “5-day Mini MBA for the Pharma and Biotech Industry” training programme is delivered in a blended format: including pre-work activities, interaction and post-workshop action planning.

Day 1 - Pharmaland: The Big Picture in a VUCA world

- Introduction, mega trends, and connection with the VUCA Pharmaceutical world
- Where is the Health Industry today and where will it be tomorrow?
- The Pharmaceutical & Biotech market and value chains
- Key strategies and new business models

Day 2 - Getting ready: Strategy Development in Pharma

- Essentials of strategy
- Portfolio management
- Strategic leadership: The MCE Leadership Model
- Collaboration and change management
- Self awareness (personal insights discovery)

Day 3 - Meet the needs of clients: Marketing Excellence in Pharma & Biotech

- Market and marketing definitions
- Customer insight
- Powerful segmenting, targeting and product positioning
- Analysis of the competitive landscape
- Marketing Mix: From operational strategies to tactics
- Customer value
- Market access and health economics

Day 4 - Your Leadership & Decision Making Skills

- Leadership and experiencing multitasking
- Decision making as people manager
- Dealing with conflict in your team and organization
- The role of accounting and finance in the Pharmaceutical Industry
- Accounting principles and concepts
- Reading financial statements

Day 5 - Financial analysis & Action Plan

- Financial analysis
- Creating a business plan in the Pharma and Biotech context
- Bringing all the pieces together
- Sharing feedback
- Action plan
- Closing and evaluation

Booking details

 **Duration** 5 Days

 **Price** €3950



**ALSO AVAILABLE AS AN
IN-COMPANY PROGRAMME**

 **Register Now**

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