Certified by:

An insider’s guide designed to enhance your working knowledge of the pharma, biotech and life sciences sector with this 6 module, online and easy-to-use training course

COURSE BENEFITS INCLUDE:
• INSIDER knowledge gained from twenty years working in the pharma sector all at your fingertips
• DETAILED understanding of the journey of a drug from discovery to market
• SUCCESS and high-achievement as an executive working within your field
• ENHANCED commercial awareness of your organisations alliances and joint ventures and how you can help impact them for success
• INSIGHTS into current and future trends, which will help you understand what your organisations long-term goals are or should be

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Pharmaceutical Management Skills

Understanding the Pharmaceutical Industry

6 modules • £150 + VAT

An insider’s guide designed to enhance your working knowledge of the pharma, biotech and life sciences sector with this 6 module, online and easy-to-use training course

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The Pharma ‘Mini-MBA’

14 modules • £350 + VAT

The MBA syllabus, theory, practice and techniques applied exclusively to the needs of high-performing managers in the pharmaceutical industry with this 14 module, self paced and easy to use distance learning programme

COURSE BENEFITS INCLUDE:
• THE ESSENTIAL theory, practice and techniques of an MBA applied to your industry
• MEASURABLE results with your enhanced knowledge of pharma marketing strategies, tactics and promotional activities
• IMPROVEMENT on the bottom line with your increased understanding of finance and how it flows through a Pharma organisation
• BENCHMARKS for your leadership approach against current best practice and leading thinking in the area to maximise your effectiveness
• ENHANCED negotiation techniques and skills to increase your success in commercial agreements

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HALF PRICE!
If purchased with The Pharma ‘Mini-MBA’

FULLY REVISED AND UPDATED

In-depth, modular, self-paced courses to enhance business skills

In association with
The Pharma ‘Mini-MBA’
14 Modules • Approx 50 hours study

What this course is about

The emergence of new markets, reduced ROI on marketing and the increased pressure on margins has changed the face of the global pharmaceutical business. The question facing most Pharma executives today is whether the skills set that is needed to drive the business forward in this tough environment exists within the business.

In order to succeed it is vital that as an individual working within the pharma sector you develop, not only the expert technical skills required, but also the key business and management skills needed to ensure that you can take a dynamic approach to overcoming each challenge.

Designed specifically for:
• Senior and middle managers in the pharma and biotech sector
• Experienced managers making a career change into the industry
• Scientific and technical executives making the move into management
• Those who have been in the industry for years but with no formal development training

This flexible distance learning programme will:
• UPDATE you on the strategic pressures facing organisations within the pharma industry
• ADVANCE your knowledge of strategic techniques in practice in the pharma industry
• BOOST your knowledge of key competitive marketing techniques and tools that are successfully used within the pharma industry
• DEVELOP your skills as a leader and manager within the business
• IMPROVE your strategic financial awareness and have a direct impact on the bottom line
• BENCHMARK your leadership approach against current best practice and leading thinking in the area

‘Good overview of, and insight into, the centrally critical subjects of pharma’s core competency fields’
Birgit Anderegg, Ph.D., Manager, Business Development, Merz Pharmaceuticals GmbH

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Course content

MODULE 1
Introduction to pharma
• Why a pharma ‘Mini-MBA’?
• Emphasis on practice in the pharma industry
• What is distinctive about the pharmaceutical industry?
• Original brands and generics
• The international dimension in pharmaceuticals
• US v Europe
• Emerging markets
• The need for specific techniques for pharmaceuticals

MODULE 5
Managing yourself and others
• First learn to master yourself
• Performance management
• Communicate and motivate
• Effective coaching
• Tackling poor performers
• Managing your team … and also your time
• Ensure that all meetings are positive
• How to be assertive, not aggressive

MODULE 2
Strategy is the key
• The value of generic strategic techniques
• Selected generic techniques and their usefulness to pharma:
  – SWOT
  – The product-life cycle concept
  – The Boston Matrix
  – PEST

MODULE 6
Learn to be a leader
• What do we mean by management?
• A survey of leadership styles?
• The leader as mentor
• Decision-making in leadership
• Management and leadership… essentially a team effort

MODULE 3
Strategy in practice in the pharmaceutical sector
• The target product profile
• Key milestones in development process
• R & D portfolio strategy and management
• Mission statements and therapeutic goals
• Strategy for new markets

MODULE 7
Leadership and change in the pharmaceutical industry
• Acquiring, managing and retaining talent in a competitive world
• Employee engagement
• Leading through uncertainty
• The importance of corporate culture
• Managing cultural change and transition
• Developing leadership at every level
• Learning and leadership: self-awareness and self-development

MODULE 4
Strategy for deals
• Strategic alliances
• The range of alliance types
  – Guidelines for successful pharmaceutical alliances
  – Practical points in partnering
• Joint ventures
• Strategic alliances versus alternatives
• Mergers and acquisitions

MODULE 8
Mastering pharma marketing:
Introduction
• How marketing works
• Pharmaceutical market research
  – Data sources
  – Market mapping
  – Competitor analysis
Understanding the Pharmaceutical Industry
6 Modules • Approx 20 hours study

MODULE 9
Mastering pharma marketing:
Marketing strategies
- Life cycle management
- The importance of range extensions
- Pricing
- Global pricing issues
- Pricing mechanisms and reimbursement

MODULE 10
Mastering pharma marketing:
distribution, promotional activities
and codes of practice
- Distribution – recent trends and margins
- The role of promotion
- Other media
- Duration of promotion
- Codes of practice

MODULE 11
Demystifying finance:
Accounting principles and practice
- Understanding basic accounts
  - Profit and loss
  - Balance sheet
  - Assets and liabilities
- How to analyse performance
  - Balance sheet measures
  - Finance ratios
- Working capital management
- Detailed case study
- Accounting principles
  - Fixed assets and depreciation
  - Long term liabilities
  - Owner’s equity
  - Notes to the accounts

MODULE 12
Demystifying finance:
Budgeting and decision-making
- The budget
- Setting a budget
- Reviewing a budget
- Management accounting
- External analysis: the press
- Analysing costs
- Making sense of the future

MODULE 13
Demystifying finance:
Financial management in the pharma industry
- What drives business – is pharma just a money making machine – or isn’t it?
- What is a P&L account or an income statement?
- What is a balance sheet?
- The importance of cash flow
- Accruals, depreciation, deferred income and stock valuation explained
- What does the future hold? – The importance of budgeting
- Financial strategy
- Understanding finance is vital

MODULE 14
Successful negotiation techniques and tactics
- Legal foundation for negotiation
- Freedom to negotiate
- Agreements of the parties
- Duty to disclose information
- Representations, promises and puffery
- Duress and undue influence
- Best practice negotiation rules and principles
- Managing the relationship
- Effective expectation engineering
- Supporting documents and evidence
- Identifying time bombs

What this course is about
Understanding the dynamics and drivers of the industry you work in is key to understanding how and why key decisions are made. In turn, this enables you to appreciate your potential impact on the overall success of the organisation.

This concise programme delivers a complete insider’s guide to the pharmaceutical industry; it’s history and background, the process of discovery, clinical trials, taking the drug to market; the challenges and opportunities facing the industry now and in the future.

Designed specifically for:
Anyone working within the industry who is new to it or who would like to broaden their understanding of the pharmaceutical industry and who works in any of the following functions:
- R&D: all areas of drug discovery and development, including clinical and regulatory affairs
- Production and quality assurance
- Marketing and sales
- Business development and licensing
- Finance
- Legal
- Human resources
- Administrative support

Course benefits include:
- PROVIDE a review of the dynamics and drivers of the industry
- OUTLINE the drug development process, including pre-clinical activities
- DEFINE the key challenges faced in registering a drug
- FOCUS on the function and importance of alliances and deals
- ENABLE you to get-to-grips with the journey through each clinical trial phase
- EXPLAIN the particular marketing and selling strategies, tactics and techniques employed in the pharmaceutical industry
- EXAMINE the current and future trends and their implications across the sector

‘Very good. It gave me the opportunity to expand my knowledge without having to take time out of work’
Mark Waters, Key Account Director, AMS Group Ltd

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Course content

MODULE 1
Introduction to the prescription pharma industry
• The structure of the pharmaceutical industry; international importance
• A brief history
• Medicines classification
• How the nature of disease and drug treatment relates to industry therapeutic areas
• Mission statements and therapeutic goals
• What is distinctive about the pharmaceutical industry?
• The importance of intellectual property rights

MODULE 2
Drug discovery and pre-clinical activities
• The target product profile
• Key milestones in the development process
• Drug synthesis and selection; safety; animal pharmacology; ADMET
• Biotechnology/start-ups – differences between biotech and pharma companies
• Contract research organisations
• Enabling technologies

MODULE 3
From clinical trials to registration
• GCP
• Data management and statistics
• Clinical trials by phase

MODULE 4
Business development
• The function of business development
• The importance of strategic alliances
• Mergers and acquisitions

MODULE 5
How drugs are marketed and sold
• Pharmaceutical market research
• Marketing strategies
• Promotional activities – the sales force and advertising
• Pricing
• Distribution
• Parallel trade
• Who’s who in the marketing department

MODULE 6
Current and future trends
• Emerging geographical markets
• US v Europe
• Product life-cycle management (including Phase IV development)
• Strategy for new therapeutic markets
• Barriers to future entry
• Diversification away from pharmaceuticals

Other distance learning programmes available – online version prices

In-depth, modular, self-paced courses to enhance business skills
Also available through our online Learning Management System are the following multiple module programmes providing in-depth training across other key business and personal development topics:

- Successful Company Secretarial Administration
  6 Modules • £150 + VAT
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- Finance for the Non-financial Manager
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  8 Modules • £200 + VAT
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  10 Modules • £250 + VAT
- The Mini-MBA
  12 Modules • £300 + VAT
- The Successful PA
  10 Modules • £250 + VAT
- The Telecoms ‘Mini-MBA’
  10 Modules • £250 + VAT
- Successful Contract Management and Administration
  8 Modules • £200 + VAT
- Effective Commercial Management Skills
  8 Modules • £200 + VAT
- The Role and Skills of the HR Business Partner
  6 Modules • £150 + VAT

Many examples and simple language make this programme very easy to understand and useful

A Marketing Associate, Bosnaijeck dd

Some of the previous organisations who have use these courses to train their staff:

- 3M Health Care Ltd
- Adelphi Valves
- Ario Pharm Ltd
- AS Law
- Astellas Pharma Europe Ltd
- AstraZeneca
- Bard Pharmaceuticals
- Boehringer-Ingelheim RCV GmbH & Co KG
- Clearly Gottlieb Steen & Hamilton
- Deallus Group
- Endurance Specialty Holdings Ltd
- Fresenius SE & Co. KGaA
- GE Healthcare Ltd
- Genzyme Therapeutics
- Medimmune
- Medtronic France SAS
- Menarini Int. Operations Luxembourg SA
- Mitsubishi Tanabe Pharma Europe Ltd
- Novartis
- Otsuka Novel Products GmbH
- Novo Nordisk
- Roche
- Sanofi Aventis SA
- Scorinis Law Offices
- Shire Pharmaceuticals Ireland Ltd
- Sunman Pharmaceuticals
- Takeda Pharmaceuticals International GmbH
- TEVA UK Ltd
- Thomson Reuters
- Treibacher Industrie AG
- United Therapeutics Europe Ltd
- University Medical Center Utrecht
- VIB vzw
- Vifor Pharma Ltd
- ViroPharma BVBA
- Xellia Pharmaceuticals
About Falconbury’s in-depth, modular, self-paced courses

This practical applied learning can be made available in two ways:

1. **Digital** – online version – on screen or self print
2. **Print** – professionally printed and bound by us

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Unlike so many online courses, Falconbury’s programmes can be used on screen or in print. This gives full flexibility to the ‘when’, ‘where’ and ‘how’ you undertake the course, or even parts of it, and you can choose screen-based or print-based learning – whichever suits you better at the time. You could say that we offer truly ‘hybrid’ digital/ print courses!

**Special IN-COMPANY packages available for our flexible distance and online courses**

We offer packages that offer flexibility, ease-of-access, plus content that can be tailored, partially or fully, to the particular challenges of your business.

**Bespoke distance and online learning**

In response to customer demand we have developed bespoke packages that offer flexibility and ease of access, plus content that is tailored to the particular challenges of your team or organisation at a fraction of the cost of face-to-face training.

**KEY BENEFITS**

- A consolidated solution to your training requirements on one easy to use learning platform
- The ability to run effective training initiatives across departments and multiple site locations locally, nationally or internationally
- Practical and interactive professional development delivered through well considered and up-to-date content
- An integrated performance tracking system to manage the progress of multiple participants on multiple programmes
- A secure automated record keeping and employee registration training resource
- An online suite listing registration history, invoices and payments
- Measurable and quantifiable results at a fraction of the cost of public training for any group size

**Bespoke distance and online training can be delivered in three different ways depending on your training requirements, budget and timescales:**

1 Multi-use license • 2 Branded tailored programme • 3 Fully bespoke

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**Programme faculty and contributors**

**JOHN ANSELL** is a biochemistry graduate with a Masters degree in Business Studies. John began his 20-year career in international marketing and business development in Holland with Organon, worked for Schering AG and Fisons in the UK, and again in Holland, with Solvay. Finally, from 1985 to 1989 he worked at Glaxo Holdings, on Zantac. Subsequently, as an independent industry consultant, John has worked for over 110 clients on commercial strategic projects. He is a frequent speaker, and has also acted as chairman at over 30 industry conferences. John is the author of more than 40 articles and reports on strategic industry issues.

**DR HELENA BOSCHI** has spent the last 17 years working closely with businesses in the pharmaceutical sector to define and design new strategic initiatives, particularly in the areas of leadership development, learning and organisational change. Until recently she worked at Shire Pharmaceuticals as Vice President, Talent Management and prior to this Corporate Director, Head of Global Organisation Development for Serono International SA in Geneva. Her recent achievements include leading a global team to design and communicate a company-wide leadership development framework, advancing the talent acquisition function for the hiring of a new sales force for a product launch, delivering and co-ordinating tailored development in different countries in line with the requisite capabilities and business requirements and creating a process for building a talent pipeline. She has also been involved in setting up new employee assimilation and integration, culture transition and other major change initiatives. Helena continues to research the talent management arena for best practices and new approaches across organisations worldwide.

**IAN RUSKIN-BROWN** has been the owner/entrepreneur of several service businesses, a course director at the Chartered Institute of Marketing for courses on marketing in the service sector and has designed, written and piloted in-company training courses on marketing and selling consultancy services for a number of blue chip companies. He currently runs the Marketing Your Services course for Management Center Europe and client specific courses in the USA and South East Asia.

**STEPHEN BROOKSON** is an independent consultant, and specialises in the provision of practical business development consultancy and training programmes. He qualified as a Chartered Accountant in 1980 and his experience includes working with Ernst & Young as a consultant.

**PAUL ELKIN** provides consultancy services with a particular focus on business strategic development, performance management and corporate image. He is a Fellow of the Chartered Institute of Management Accountants. After many years in a range of senior management roles in both public and private sector industry with UK and US businesses plus time with Price Waterhouse, he formed the TMMI group at the end of 1989.

**MARK A THOMAS** is an international business consultant, author and speaker specialising in business planning, managing change, human resource management and executive development. Based in London, Mark works across the globe – he has worked in over 40 different countries and is a frequent conference and seminar speaker on business, organisation and human resource issues.

**RALPH TIFFIN** is a chartered accountant and registered auditor – principal of McLaclan+Tiffin. The firm has a wide range of clients and supports clients with audit and advisory work in areas such as introduction of IFRS, ethics and fraud prevention. As a consultant he acts for many companies in the UK and overseas on subjects ranging from understanding accounting for pharmaceutical companies, project appraisal, budgetary control systems through to fraud prevention. Ralph lectures and consults widely on accounting topics particularly on understanding what financial reports mean and how proper accounting practice can help business.

**MICHAEL WILLIAMS** is an international management consultant. His main clients include leading business schools as well as several universities and a wide range of companies throughout Europe and North America. He is the author, or co-author, of many books in the fields of leadership, management practice and organisational psychology.

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<td>Subsequent enrolments at 15% discount</td>
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