UCD Michael Smurfit Graduate Business School is partnering with The Pharmaceutical Managers’ Institute of Ireland (The PMI) to deliver a structured educational programme leading to a professional Diploma in Pharmaceutical Business Management. Having been recognised by the Institute that there is no formal academic qualification in the area of business management, this programme is designed to address critical commercial needs specific to the Irish pharmaceutical market.

Who is this programme for?

- Existing managers within the pharmaceutical industry who wish to learn about other aspects of the business and at the same time receive a formal qualification which could assist in gaining promotion.
- Pharmaceutical professionals operating at a senior level wishing to advance to a supervisory role.
- Professionals from other industries looking to establish a career in the pharmaceutical industry. This qualification will serve as an introduction and will enhance the skills and experience they bring from their industries.

What will I get from this programme?

- The opportunity to develop your understanding of the pharmaceutical industry from a business perspective.
- Understanding of key business management principles, practice and tools in relation to pharmaceutical market dynamics, financial management, sales, marketing, supply chain and leadership.
- Increased managerial effectiveness through the application of theoretical knowledge and practice.
- Evaluation and appraisal of financial and market data to improve competitiveness and efficiency.
- Ability to communicate, influence and interact effectively with peers, customers and direct reports.
Programme Content

**Pharmaceutical Market Dynamics** covers the key regulatory, legislative and environmental aspects of the Irish and European pharmaceutical sectors and addresses how pharmaceutical companies ‘access the market’ to actively promote their therapies across key product sectors to key customer groups/stakeholders. Practitioners from the pharmaceutical industry and relevant regulatory agencies such as HSE and IMB will contribute.

**Sales** addresses both strategic and competitive elements of sales including: sales force productivity, sizing and structuring, resource allocation across products and markets, competitive assessment and pricing. This module will also cover Key Account Management and the shift in how pharmaceutical companies are approaching their customers.

**Marketing** provides participants with the tools and insights required to engage with the principles and practices of marketing within the pharmaceutical sector. It emphasises the need for managers across the organisation to consider the key marketing challenges facing them and their capability to respond effectively and profitably. This module will also cover a comprehensive introduction to the concepts of digital marketing specifically tailored to the pharmaceutical industry.

**Finance** introduces financial reports, the management of cost structures, return on investment, business planning, budgeting, forecasting, cash flow and cost of sales. It will also cover the appropriate use of pharmaceutical industry benchmarks and the impact of product pricing on profitability. Specific examples and case studies of pharmaceutical companies will be used.

**Supply Chain Management** examines the complex, heavily regulated and rapidly changing pharmaceutical supply chain from raw material to patient, giving participants a clear understanding of manufacturing and distribution, the complexity of product forecasting in the supply chain cycle and the strategic value of excellence in supply chain management. This module will include a tour of a distribution centre to get real life experience of how medicines get from the factory floor to patients.

**Leadership** gives participants personal insights and challenges them to consider their own authentic leadership style in order to build trusting relationships and broader networks required to lead their teams and to influence across the organisation. Today’s most effective leaders are highly self-aware, are comfortable taking personal responsibility and accountability but also know how to delegate and hold others accountable for results.

**Entry Requirements**
Participants should hold a primary degree or equivalent. Consideration will also be given to applicants who do not hold a primary degree but whose depth of experience deems them suitable participants.

**Application Procedure**
The PMI reserve the right that the first 15 PMI members who apply will be guaranteed a place on the course. Thereafter the remaining places will be offered to all applicants on a first come, first served basis. Early application is advised.

**Duration:** 12 days (6 weekends – Fri & Sat October - May)
**Location:** UCD Smurfit School, Dublin
**Cost:** PMI Member €4,995.00, Non PMI Member €5,495.00

**How to apply:**
To make an application or find out more, please telephone (01) 716 8889 or email exec.ed@ucd.ie

[www.smurfitschool.ie/executiveeducation]