



➤ What is an Executive Diploma in Pharma?

The Rome Business School's Executive Diploma in Pharma is a program of professional specialization aimed at training ambitious and dynamic business executives and organizations, in the theory and best practices used daily in the healthcare industry. It offers modern, targeted and practical knowledge and skills in order to help executives to advance in their careers. The program can be used as it is designed by Rome Business School or it can be tailored to the needs of the company.

➤ Course Objectives:

- Participation in the program will enable employees to cultivate all the necessary skills they need in order to be able to fill a position of responsibility in the company.
- Acquiring this degree, gives the opportunity to everyone involved to continue further with their education, by participating in Rome Business School's MSc or MBA programs, with recognized credits.
- With the completion of the program, the company will be able to strengthen its succession plan for key positions.
- By participating in the program, a company increases the loyalty of its employees, which in turn leads to the retention of talent in the organization.

➤ Who can participate?

The Rome Business School's Executive Diploma in Pharma is addressed to all professionals in the pharmaceutical industry who are looking for a specialized program that will give them the necessary knowledge and help them cultivate the skills needed, in order to fill a key position inside the company.

➤ Course contents and Learning Outcomes:

After the training, the learner will:

<p style="text-align: center;"><u>Module 1: Finance + Accounting</u></p> <ul style="list-style-type: none"> • Acquire basic knowledge of the necessary terminology in order to accurately understand and interpret financial reports. • Understand the key principles in cash flow management and risk analysis. • Get familiarized with the basic principles of Accounting, along with the Greek and International Accounting Standards (GAAP). 	<p style="text-align: center;"><u>Module 2: Market Access</u></p> <ul style="list-style-type: none"> • Acquire a base understanding of what is Market Access, who are the Policy makers in the Greek healthcare system and how they think. • Gain a deeper knowledge in Health Economics (models, pricing, rebates, claw backs). • Get familiarized with the most common legal issues in the Greek Healthcare system (registration, reimbursement, regulatory).
<p style="text-align: center;"><u>Module 3: Sales Management</u></p> <ul style="list-style-type: none"> • Gain a more in-depth knowledge in the principles of Sales Management (Selling Models). • Understand the benefits of Key Account Management and how to manage his/her clients. • Acquire a basic understanding of territory planning. 	<p style="text-align: center;"><u>Module 4: Marketing</u></p> <ul style="list-style-type: none"> • Get introduced to the basic concepts of Marketing (4P, SWOT Analysis, PEST Analysis). • Know how to interpret a market analysis and the process of its elaboration. • Understand how to separate the market (market segmentation). • Be able to design a marketing strategy based on the company's business plan.

<u>Module 5: Human Resources Management</u>	<u>Module 6: Leadership</u>
<ul style="list-style-type: none"> • Acquire a basic knowledge by which we assess and then select the talent that we want in our company. • Be able to create development plans for all employees and know how to evaluate their performance. • Have the ability to design an incentive plan in order to motivate employees for better performance and engagement. 	<ul style="list-style-type: none"> • Learn all the major leadership styles and theories and know how to apply situational leadership. • Understand the difference between mentoring and coaching and when to use them. • Understand the benefits of a diverse team, and how to foster diversity and inclusion as a leader.

➤ General Learning Structure:

- i. Full time formula: 2 modules per week, with 4 to 5 days of lecture per week. The duration of the program will be 12 to 15 days in total, split in a period of 3 to 4 months.
- ii. Tailor-made formula: the structure of the program can be modified in order to accommodate each company's needs.

➤ Benefits for the company:

- Creation of a succession plan for the company's key positions.
- Employee motivation for better performance and engagement.
- Cover current and future training needs of the company.
- Further strengthening of the loyalty, employees have in the company.

➤ Benefits for the employees:

- Acquire necessary skills for their career progression inside the company.
- Strengthen their professional profile by acquiring a professional diploma from Rome Business School.
- Acquire a diploma which directly enables the trainee to advance further with his/her education either with an MSc program or with an MBA program issued by Rome Business School.



PNValue Hellas I.K.E

35 Kleisthenous Str

Agia Paraskeyi 15343

Phone: +30 2111824398

E-mail: greece@romebusinessschool.it