



The 'Pharma Executive Mini- MBA'

AN ADVANCED PROFESSIONAL CURRICULUM
FEATURING A COMPREHENSIVE BUSINESS SIMULATION

A unique practical and interactive advanced business simulation running throughout the program.



100 Hours practical and interactive programme developing
the High performance manager in the pharmaceutical sector

BUSINESS MANAGEMENT • INDUSTRY BASED CASES • STRATEGIC SECTOR ANALYSIS

Lift your organisation above the competition by developing successful strategies
using effective strategic analysis and creative business thinking

ALREADY ATTENDED THE TELECOMS MINI MBA PROGRAMME?

This program is an ideal follow on for those who has completed a Pharma Mini MBA program or those in a senior position.

FEATURING A COMPREHENSIVE BUSINESS SIMULATION

A unique practical and interactive advanced business simulation running throughout the program.

INCLUDES:

'EXPERT DISCUSSION DINNER' dedicated networking activity, your chance to meet and network with MDI / IPM & Media Middle East Expert.

LIFETIME membership of our Alumni Network.

FREE 200 PAGE INDUSTRY OUTLOOK REPORT

From MDI / IPM worth over \$600.

Fees	2900 \$ (USD)
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Successful completion of this program will enable you to build effective medium and long term business strategies by:

- **Thoroughly** understanding the changing market dynamics by learning the techniques needed to Develop sustainable competitive advantage.
- **Identify** and develop new business models for Sustainable growth in the 2, 5 and 10 year timescales.
- **Reviewing** and analyzing the latest industry research And analysis **from MDI & IPM.**
- **Following** the highly informative and progressive agenda delivered by our skilled and experienced Trainers who are specialists in their field.
- **Spending** time networking with key decision makers from across the industry and together debate the issues with our expert speaker panel and the Middle East Analyst **from MDI & IPM.**

PROGRAM DESCRIPTION

THIS HIGHLY PARTICIPATIVE PROGRAMME incorporates sessions by top industry professionals, and is primarily designed to develop understanding of what make successful strategies within the ever changing business landscape of modern communications. There is a heavy emphasis on case-studies and workshops, to ensure maximum value and networking opportunities.

WHO SHOULD ATTEND?

This program has been developed for senior and aspiring senior managers, and focuses on developing effective strategic decision making based on solid and well grounded Analysis, and on strategic application.

8 REASONS TO ATTEND STRATEGIC THINKING IN PHARMA

The course provides:

1. Latest thinking on strategy and innovation in the industry – including a look at how the overall world economy and working practices within the economy are set to drive change within our industry.
2. Analysis of company case-studies from within the industry – from current finances to how organizations look to be positioning for the future.
3. A thorough examination of your best assets – your customers, includes how to achieve sustainable competitive advantage and the development of an effective customer proposition.
4. Key thinking on how to set and exceed realistic financial KPIs, including how to operate with financial constraints in both good times and bad.
5. An opportunity to thoroughly explore the importance of highly focused strategic thinking, setting strategic direction, and communicating that strategy clearly, concisely and effectively.
6. 12 days with like-minded executives to discuss and identify key trends in the industry whilst evaluating their importance and likely impact on business plans and company strategy.
7. Scenario planning skills – used to test ideas and innovation against a range of potential scenarios and outside influences, highlighting potential performance and risk.
8. The chance to test ideas and direction through a comprehensive and thought provoking business simulation in which you establish a strategic development plan and compete for market share in a rapidly changing communications market place.

PROGRAM FORMAT

This program is very interactive in nature and, structured around a series of presentations and Discussion forums. It has been designed to deliver a good balance of knowledge and skills transfer, Networking, creative thinking, and strategic business analysis.

Real life examples and case studies are used throughout in order to maximize the relevance of the business analysis, and to help identify best business practice.

Customized In-House Business Training

Although we provide effective and balanced Pharma Mini MBA programs, we also recognize that individual organizations have their own particular focus and requirements. Our unique modular scheme allows you to create a cost-effective program that meets your precise needs – and delivered at a venue of your choice. Each unique program will incorporate modules of your choice – dealing with industry direction, commercial/business issues, leadership, finance, technology, economics, marketing and strategy (amongst other topics) – making the whole experience as relevant as possible to your organization .

Throughout the process you will be guided by your account manager and one of our experienced training developers who will ensure that we produce and deliver a course that exactly matches your needs.

BUSINESS SIMULATION –

A CHANCE TO CONSOLIDATE THE PRESENTATIONS AND DISCUSSIONS.

The chance to test ideas and direction through a comprehensive and thought-provoking business simulation in which you establish a strategic development plan and compete for market share in a rapidly changing Pharma market place.

Participants are placed into teams, of mixed experience and abilities, and asked to produce a strategic development plan for an existing Pharma company. The overall aim is to maximize return on current and future investments, and to effectively position the operation for the future.

A full briefing is given, together with a comprehensive dossier that details the market in which the company is operating, current financial and operating position, and its position within the wider competitive market. To add a competitive element and enhance learning, other participants will have been placed into teams to develop strategic development plans for other companies that are operating in the same market.

The business simulation is designed to maximize the learning and to provide an opportunity to test ideas and innovative strategic thinking in a simulated environment. Market conditions change during the week as the strategic plans are being developed – leading to a highly-charged competitive business environment.

The teams are expected to thoroughly analyse their operation and then present their Strategic Development Plan to an executive commission on day 5. Feedback and peer review ensures learning opportunities are maximized.

Pre-Requisite to Attend

To ensure participants are able to contribute at the right level, delegates are required (or be expected) to be operating at a senior level within the organization and be involved in setting long term strategy – or be preparing for such a position.

If you have previously completed a Pharma Mini MBA programs (standard, marketing or technology versions), this program represents an ideal follow on program that will both stretch you and develop your strategic decision making skills and deliver real value to your business.

Why Choose Management Development institute MDI?

MDI provides quality professional education to individuals and corporate clients, in order to enhance careers and foster workforce development. MDI acts as a strategic partner with organizations to build workforce and leadership capabilities.

The Management Development Institute, an outreach department for the College of Business Administration, Missouri State University, provides quality professional education to individuals and corporate clients.

Why Choose MDI for Training?

- Excellent, Experienced Presenters with diverse backgrounds.
- Well-developed curriculum to meet today's workforce needs.
- Quality materials that serve as a reference after the seminar.
- Affordable, appropriate price and group discounts for three or more.
- MDI's established reputation for excellence.
- Backed by the College of Business Administration at Missouri State University.
- MDI is a resource that is available to assist you even after you leave the seminar.

'Pharma Executive Mini-MBA' PROGRAM

MODULE 1

Strategy and Strategic Thinking in the Pharma Industry

This module will explore the elements of strategic thinking and the tools that are employed in the pharmaceutical industry in strategic analysis. You will be encouraged to work in groups to consider the processes within your own organisation and share your analysis with your colleagues. You will have the opportunity to question and discuss current issues and best practice with a strategic thinker from the pharma sector.

MODULE 2

Leadership and Strategic Change in the Pharma Industry

This module will examine the factors which are driving strategic change in the Pharma sector and the implications for the individuals and teams tasked with planning and leading that change. Working in groups, you will review the challenges you face within your own organisations and benchmark your experiences against success stories drawn from across the industry.

MODULE 3

Business, Commercial and Financial Skills in the Pharma Sector

This module will help you understand the language of business finance. The objective of the module is to give you a clear understanding of the key aspects of financial management and how it relates to your business performance. It will also enhance your commercial skills from a business operational perspective and enable you to understand the strategic financial planning tools that are specifically relevant and widely used within the pharma industry.

MODULE 4

Competitive Marketing in the Pharma Sector

This module will take a look at the core topics, subject areas and the real purpose of competitive marketing in the pharma sector. You will gain a full understanding of the role and contribution of marketing to business success in order to develop the best margins, profits and revenues within this highly competitive and regulated sector.

MODULE 5

Controlling and Managing Complex Commercial Relationships

This module takes a practical and hands-on approach to delivering the key skills needed for effective commercial negotiation. It will explore the nature of negotiations within the pharma sector and highlight different styles and techniques to manage these relationships successfully.

MDI/IPM Faculty of Pharma Business

Our business training programs are tailored to the Pharma industry, and courses range from our intensive 12-day Pharma Mini MBA series to specialist leadership and marketing training.

Our portfolio of Pharma Business courses covers the following categories:

- Pharma Mini MBA Series.
- Commercial Aspects of Pharma.
- Leadership.
- Marketing and CRM in Pharma.
- Selling Pharma Services and Finance for Pharma industry.

For more information on our courses please contact us on:

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