

Lazarski University

Lazarski University is one of the best private universities in Poland. We provide students a dynamic education that is founded on European and American expertise, which combines theory with practice, and ensures students' success in the global labor market. Our students study in an intellectually tolerant, vigorously challenging and academically supportive environment that motivates them and encourages them to develop self-confidence, and provides them with the knowledge and tools they need for professional success.

Our university has a very strong international profile. We are in partnership with more than 50 educational institutions throughout the world and attract a large number of students each year from abroad. These students value the opportunity we give them to study in an international environment and interact with outstanding lecturers from Poland, Europe and US, and participate in such exchange programs as Erasmus and Da Vinci. Lazarski students are renowned for their excellent academic performance, which contributes to the success and reputation of our university. To maintain our reputation, we recruit only the most motivated and talented students.

Lazarski University

Mini-MBA In Pharmaceutical Management



An advanced course covering core management areas in the pharmaceutical industry



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Lazarski University

Mini-MBA In Pharmaceutical Management

Strategy and Strategic Thinking in the Pharma Industry

(1 session: 4 hours)

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 organization 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.

Business, Commercial and Financial Skills in the Pharma Sector

(1 session: 4 hours)

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.

Controlling and Managing Complex Commercial Relationships

(2 sessions: 4 hours each)

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.

Competitive Marketing in the Pharma Sector

(2 sessions: 4 hours each)

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.

