



Presented by  
Management Forum

# The Pharma Mini MBA

9-11 July 2025  
+ 5-7 November 2025

A three-day accelerated management programme to give you the high-performance management skills of an MBA, designed specifically for pharmaceutical/biotechnology professionals and also applicable to medical device/animal health industries



**Format:**  
Live online



**CPD:**  
18 hours for your records



Certificate of completion

# Course overview

**Working in the highly competitive pharmaceutical industry, with ever-increasing change and pressure, is probably one of the most challenging managerial roles of any industry today.** This event has been especially designed to help you transcend these challenges by training you to become equipped to see the bigger picture in all aspects of your role. It will help you build your management skills for the future and prepare you to fulfil your ambitions.

The Pharma Mini MBA accelerated management programme is a distillation of the most valuable parts of an MBA, as applied to the pharmaceutical industry. It will provide you with practical management tools to apply in the workplace, as well as giving a real taste of an MBA course with pharmaceutical case studies from business schools.

## **Pharmaceutical industry context – business school pharmaceutical case studies on each module**

This intensive three-day course will help you to translate your learning into new behaviours and improvements in your capability and performance and will work through live issues impacting on the industry and on you directly. The individual and group exercises will focus on pharmaceutical/biopharma/generic MBA case studies, and also on your own challenges and examples. The business school case studies will help give the 'feel' of a full MBA and help you understand more about the strategies used in today's pharmaceutical and associated industries.

The Pharma Mini MBA is also an invaluable guide to all that is best and most practical on an MBA course – with specific focus on the pharmaceutical sector. It is also of value either to gain the most useful aspects of an MBA or as an MBA taster, providing a foundation of the essential MBA elements to apply directly to your role. The pharmaceutical industry requires employees to focus on successful leadership and business management skills, which this programme is designed to give you.

## **Key benefits of attending**

### **MBA learning style of the programme**

The Pharma Mini MBA learning style is 'hands-on' rather than academic. The programme is very practical, without being too theoretical, with industry-relevant case studies drawn from business school cases. The course covers the key areas of an MBA and applies these MBA tools and concepts to the pharmaceutical industry, providing you with a firm foundation of the essential MBA thinking and terminology. Three modules will be covered in just three days of interactive workshops to enhance the value of the course and, to minimise your time away from the office, there is also optional pre- and post-course work set by the programme director.

- Develop your understanding of the key techniques of an MBA to apply to your work
- Gain a greater understanding of the pharma industry, its drivers, challenges and opportunities
- Hear about the latest strategic technology innovations being used and developed in the pharma industry
- Understand what strategic thinking is and how to use strategy tools
- Develop your leadership and strategic skills
- Become more effective in coping with and managing change in the pharma industry
- Explore the benefits and costs of doing an MBA
- Take away a Mini MBA toolkit to apply to your job
- Discuss and learn from real pharma industry case studies

### **Pre-course work (sent out to delegates prior to the course)**

- Diagnostic questionnaire – your strategic competencies
- Discussions of diagnostic output/other areas of value

## Who should attend?

A 'must-attend' for professionals in the pharmaceutical/biopharma/medical device/animal health industries wishing to develop their business management skills for more senior levels and beyond mere technical ability. It will also help anyone thinking of studying for an MBA who would like an idea of what is involved. It is particularly beneficial to attend with a colleague to maximise the practical learning.

# Programme

## Day 1

### Strategy and strategic challenges in the pharma industry

- Strategy and strategic thinking and their importance in the pharma industry
- Strategic analysis, planning and implementation
  - Environmental analysis
  - Understanding the competitive environment
  - Strategic options
- Applying the MBA toolkit
- Stakeholders and their expectations in the pharma industry
- Obtaining the value out of strategy in the pharma industry

## Day 2

### Commercial management and leadership in the pharma industry

- New product development and the target product profile
- Portfolio management used in the pharma industry
- Understanding business performance
- The business plan
- Diagnosing specific performance problems
- Developing strategic alliances and collaborations in the pharma industry
- Benefits, costs of doing an MBA and the different routes
- The role of leadership
  - What are the core competencies of effective leaders in pharma?
  - Leadership vs management
  - Leadership style and approaches in the pharma industry

### Managing innovation in the pharma industry

- Innovation approaches currently being adopted along the pharma value chain
- Future innovations in pharma and the life science industries

## Day 3

### Hot topics in market access strategy

#### Leading and implementing pharma strategy and change

- Leading successful change
  - Diagnosis around change
  - How to create the conditions for successful change
  - Why people resist change and how to manage this
  - Change management including leading a structural reorganisation
  - Creating a team, department and organisation relevant to today's pharma business needs
  - Team formation and development
- Implementing strategy and change, essentials of planning and managing projects
  - Project management tools and techniques to use in implementing pharma projects
  - Applying key project management techniques to pharma projects
  - Understanding of cultural awareness to work more effectively with pharma colleagues

#### Practical application/review

- Personal development action plan to apply the learning within your own organisation
- Revisiting your competency assessment – what has shifted?
- Recommended further reading
- Practical application of tools (toolkit)

# Presenters



**Laura Brown**

Dr Laura Brown MBA, BSc (Biochemistry), BSc (Psychology), PhD, Diploma in Clinical Science, FICR, is Chair of an international pharmaceutical management consultancy and course director and senior lecturer for the MSc in Clinical Research at the School of Pharmacy, University of Cardiff. She has also worked as an associate with Cranfield School of Management on the leadership module of the MBA programme and their strategic thinking courses.

Dr Brown worked for Cambridge Corporate Development, an international strategy consultancy, for seven years and has extensive experience in senior management roles in the pharmaceutical industry. She has worked for Wellcome, Hoechst Marion Roussel and Phoenix International and consulted internationally with numerous pharmaceutical companies in the EU, US, Singapore, China and India. She is co-author of several management books including Be Your Own Strategy Consultant, The Ultimate Book of Business Skills and Project Management for the Pharmaceutical Industry.



**Oguz Ozden**

Oguz is a strategy consultant in PwC's Strategy& practice, leading large, complex and international transformations across the Pharma and Life Sciences sector. He has over 10 years of consulting experience in the sector having worked across various functions in Biotech, Pharma and Consumer Health as well as Pharmaceutical Wholesale.



**Leela Barham**

Leela Barham is a freelancer with a background in health economics and now works in academia, as a journalist and with all stakeholders in the health care system conducting research on the economics of health and pharmaceuticals. She has over 20 years of experience and has been published in both peer reviewed journals and the specialist pharmaceutical press. She also worked to support the UK government as it agreed the 2019 voluntary scheme for branded medicines pricing and access.

# Course dates

9-11 July 2025

Live online

09:30-17:00 **UK (London)** (UTC+01)

Course code 14882

GBP **1,399** ~~1,699~~

EUR **1,959** ~~2,379~~

USD **2,251** ~~2,719~~

Until 04 Jun

5-7 November 2025

Live online

09:30-17:00 **UK (London)** (UTC+00)

Course code 15044

GBP **1,399** ~~1,699~~

EUR **1,959** ~~2,379~~

USD **2,251** ~~2,719~~

Until 01 Oct

## How to book



**Online:**

[ipi.academy/1688](https://ipi.academy/1688)

Alternatively contact us to book, or if you have any queries:



**Email:**

[info@ipiacademy.com](mailto:info@ipiacademy.com)



**Phone:**

[+44 \(0\)20 7749 4749](tel:+442077494749)

## Discounts

- Booking more than one delegate on any one date qualifies for a **15% discount** on the second and subsequent places.
- Most events qualify for an **early booking discount** prior to 6 weeks before the course date. Be sure to check on our website, where the latest discounts will be shown.

## Further information

### Fee

The fee includes all meals and refreshments for the duration of the course (for venue-based courses) and a complete set of course materials (provided electronically). If you have any particular requirements, please advise customer services when booking.

### Please note

IPI Academy (and our training partners) reserve the right to change the content and timing of the programme, the speakers, the date and venue due to reasons beyond their control. In the unlikely event that the course is cancelled, we will refund the registration fee and disclaim any further liability.

### Terms and conditions

The rest of our terms, the event cancellation policy and the terms and conditions are on our website, please visit [ipi.academy/content/terms-and-conditions](https://ipi.academy/content/terms-and-conditions)

# Reviews



**I liked the explanations on [the] examples. It was a training that increased creativity. Thank you for your support and efforts.**



**Çiğdem ÖZTÜRK ÖZOLUR**  
International Market Senior Regulatory Affairs Specialist  
Recordati İlaç San. ve Tic. A.Ş.  
May 15 2024



**I wanted to get a grasp of how a real MBA would look like and learn the tools that are used the most for taking strategic decisions in the pharma industry. I have achieved this skills fully and got a good picture of strategic thinking in the pharma industry. I also wanted to learn more about leadership and strategic thinking and I think this was also covered.**



**Çiğdem ÖZTÜRK ÖZOLUR**  
International Market Senior Regulatory Affairs Specialist  
Recordati İlaç San. ve Tic. A.Ş.  
May 15 2024



**Very good.**



**Jia Gu**  
Senior Project Manager  
Novo Nordisk AS  
Nov 6 2024



**[I particularly liked] the case studies and using different tools to assess current situation at the company vs where they want to be and the ideas how to get there. Overall was very good.**



**Salvador Dominguez del Rio**  
Associate Director, Clinical Program Management  
Pharvaris  
Nov 6 2024

## Run this programme in-house for your whole team

Coming to IPI Academy for your in-house training provides an all-inclusive service which gives you access to a wide variety of content, learning platforms and delivery mechanisms as well as your own personal training adviser who will work with you from the initial enquiry through to feedback and follow-up after the programme.

With over 600 trainers, all practitioners and experts across a huge range of fields, we can provide the training you need, where you need it, when you need it, and at a price which suits your budget. Our approach to tailored learning and development consists of designing and delivering the appropriate solution for each client.

For your FREE consultation and to find out more about how we can work with you to solve your training needs, please contact our training advisers:



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Academy

IPI Academy is a training initiative of Falconbury and Management Forum; leading providers of industry training for over 30 years, based in the UK.

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