

## ACADEMIC PROGRAME POSTGRADUATE IN PORTFOLIO MANAGEMENT

### COORDINATION

**Ernest Mas.** EMA Director for Diagnostics at Grifols

**Antoni Serra.** Senior Consultant in Pharma & Biotech, ex-Novartis Manager

### ESPECIALIZATION SEMESTER FROM FEBRUARY TO MAY

Over the second semester, our students will receive a specialization into the key aspects of business applied to the pharmaceutical industry and the biotechnological sector in drug discovery acquiring a global understanding of the main department and roles, focus in new drug approval. During this period, they will develop the specific professional skill and knowledge to become managers and continue with their chosen professional path.

### PORTFOLIO MANAGEMENT

- I. Macro Economics
- II. Company and Profitability
- III. Income Statements
- IV. Project and Business Strategy
- V. Portfolios & Strategy
- VI. Life Product Cycle
- VII. Market Intelligence
- VIII. Project Management
- IX. Early & Late Stage Valuation
- X. Licensing Deal Structure
- XI. Business Development & Agreements

### GLOBAL MARKETING

- I. Global Brand plan
- II. Strategy & Product Profile
- III. Medical Marketing & MSL
- IV. Sales Force & Forecasting
- V. Emerging Markets
- VI. Leading a Global Team
- VII. Key Account Management
- VIII. Health Economics and MA
- IX. Government Affairs
- X. Multichannel Marketing