

PHARMACEUTICAL MANAGEMENT CERTIFICATE

Courses

Program Description

In today's rapidly evolving landscape of biotech and pharmaceuticals, groundbreaking advancements are revolutionizing the industry. In this live online program, you'll explore the key management and policy issues facing biotechnology and pharmaceutical companies, where customers range from governments to private insurers, physicians, pharmacists and individual patients. The course will focus on the complexities of government regulation that touch every dimension of the business, from drug safety and efficacy to pricing, manufacturing, and marketing. You'll also delve into the realm of mergers, joint ventures, and alliances, witnessing firsthand the shifting nature of these strategic collaborations. Finally, you'll have the chance to apply the course concepts to a project that follows the life cycle of a drug of your choosing, including its R&D process, patents, pricing, insurance coverage and marketing. By the end of the program, you will have developed a strong foundation in biotech and pharmaceutical management, markets, and innovation opportunities that will serve you in any area of the industry.

Please note that while the course perspective is global, there is an emphasis on the U.S. market.

Key Takeaways

- Understand the research and development process for a drug, including how a company makes key drug development decisions
- Articulate the scientific steps needed to get a drug approved by the FDA
- Describe the key patents on a drug, when they were filed, and how the timing affects market exclusivity
- Understand how government policy affects when generic and biosimilar companies can enter the market
- Conduct competitive research in a given drug class or disease area
- Discover how R&D and patent decisions affect the positioning and life cycle of a drug
- Anticipate the pros and cons of a merger, acquisition, or alliance opportunity
- Articulate and critique the market strategy for a given drug class or disease area

What You'll Earn

- Pharmaceutical Management Certificate from Cornell's Jeb E. Brooks School of Public Policy
- 40 Professional Development Hours (4 CEUs)

Who Should Enroll

- Pharmaceutical professionals involved in drug development and discovery
- Pharmaceutical professionals involved in marketing and sales
- Pharmaceutical professionals involved in medical affairs, manufacturing, or distribution
- Health insurance professionals
- Graduate and undergraduate students in biotech or health-related studies