



Management Forum's Dubai Masterclass

The PHARMA Mini MBA

The Leading & Original Pharma Mini MBA

A 3 Day Accelerated Management Programme running for 15 successful years, designed specifically for the Pharmaceutical and Biotechnology Industry and also applicable to Medical Device Professionals, to give you the high performance Management Skills of an MBA.

Key Benefits and why you and your organisation should invest in this programme:

- **Develop** your understanding of key techniques of an MBA to apply to your work
- **Greater** understanding of the industry, its drivers and the challenges and opportunities
- **Understand** what strategic thinking is and how to use strategy tools within Bio/Pharma
- **Develop** your leadership skills
- **Gain confidence** in commercial decisions
- **Become more effective** in coping with and managing change in the Bio/Pharma Industry
- **Enhanced** understanding of the essentials of managing projects in the Bio/Pharma Industry
- **Explore** the benefits and costs of doing an MBA
- **A Mini MBA toolkit** to apply to your job
- **Opportunities to share best practice** with other Bio/Pharma Managers

This course is also available in-house and can be tailored to your specific needs

Here's what a few delegates from previous courses had to say:

"Great tools and techniques, and well organised and presented. Excellent interaction and mix of course material and discussion."

"I feel I've achieved my objectives, great course, and at a great pace for each module."

"The course was excellent, easy to put into practice what I had learnt into the workplace"

Course Director and Originator of the Pharma Mini MBA

Dr Laura Brown MBA BSc (Biochemistry), BSc (Psychology), PhD, Diploma in Clinical Science, FICR, Chairman of an International Pharmaceutical Management Consultancy, Course Director and Lecturer for the MSc in Clinical Research, School of Pharmacy, University of Cardiff, Course Director MSc Regulatory Affairs, TOPRA and University of Hertfordshire, and was an Associate at Cranfield School of Management MBA programmes on Leadership and short programmes in Strategic Thinking.

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27, 28, 29 October 2014
Raffles Dubai Hotel, Dubai, UAE



WHAT IS THIS COURSE ABOUT?

The Pharma Mini MBA accelerated management programme is a distillation of the most valuable parts of an MBA as applied to the Bio/Pharmaceutical industry. It will give you some practical management tools to apply every day, as well as giving a real taste of an MBA course through using Bio/Pharmaceutical case studies from business schools.

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 course 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 fulfill your ambitions.

Pharma Industry context – Business School Pharmaceutical Case Studies on each module

This intensive course will help you to translate your learning into new behaviours and improvements in your capability and performance, and this will be of excellent value to you and your organisation. This interactive course will work through live issues impacting on the industry and on participants directly. The individual and group exercises will focus on Bio/Pharmaceutical MBA case studies and also on your own challenges. The case studies will help also give the 'feel' of a full MBA.

The Pharma Mini MBA is also an intensive guide to all that is "Best and Most Practical" on an MBA course - with specific focus on the Bio/Pharma sector. It is also of value, either to gain the most useful aspects of an MBA, or as an "MBA taster". It will provide a foundation of the essential MBA elements to apply directly to your role. The Bio/Pharmaceutical industry requires employees within the industry to focus on successful leadership and business management skills, which this programme is designed to give you.

The skills you will improve will include:

- Problem solving
- Seeing the bigger picture
- Decision making, prioritisation
- Strategic leadership
- Implementing strategy
- Environmental awareness
- Cross-cultural communication
- Strategic thinking
- Leadership
- Commercial awareness
- Change Management
- Team Working
- Project management
- Increased self confidence

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 Bio/Pharma case studies drawn on from Business School cases.

This intensive three day course covers the key areas of an MBA and applies these MBA tools and concepts to the Bio/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-work set by the Programme Director.

WHO SHOULD ATTEND THIS MINI MBA DEVELOPMENT PROGRAMME?

A "must attend" for Professionals within the Bio/Pharmaceutical Industry wishing to develop their business management skills for more senior levels and beyond more technical skills. 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.

COURSE DIRECTOR

Programme Director and Originator of the Pharma Mini MBA

Dr Laura Brown MBA, BSc (Biochemistry), BSc (Psychology), PhD, Diploma in Clinical Science, FICR, is Chairman of an International Pharmaceutical Management Consultancy, Course Director and Lecturer for the MSc in Clinical Research, School of Pharmacy, University of Cardiff, Course Director MSc Regulatory Affairs, TOPRA and University of Hertfordshire. She has also worked as an Associate with Cranfield School of Management on several courses including the Leadership module of the MBA programme and Strategic Thinking courses.

Dr Brown also worked for Cambridge Corporate Development, an International strategy consultancy for seven years. Laura has extensive experience in senior management roles in the pharmaceutical industry and has worked for several pharmaceutical companies including Wellcome, Hoeschst Marion Roussel and Phoenix International and consulted internationally with numerous pharmaceutical companies in the EU, US, Singapore, China and India. She is also co-author of several management books including "*Be Your Own Strategy Consultant*" (2004), "*The Ultimate Book of Business Skills*" (2005), "*Project Management for the Pharmaceutical Industry*" (2011 Publication) and "*Developing the Individual*" (2003).

PROGRAMME

Pharma Module Pre-Course Work

(sent out to delegates prior to the course)

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

Pharma Mini MBA Module 1

Day One - 27 October 2014

- ▶ **Strategic Thinking and Applying this in the Bio/Pharma Industry**
 - What is strategic thinking and its importance in the bio/pharma industry?
 - Strategic analysis key tools
 - Understanding the competitive environment - using bio/pharma case study
 - Applying the tools to your own context
 - More application of the tools – option grid
 - Obtaining the value out of strategy in the pharmaceutical industry
 - Portfolio management used in the bio/pharmaceutical industry

Pharma Mini MBA Module 2

Day Two - 28 October 2014

- ▶ **Commercial Management and Leadership in the Bio/Pharma industry**
 - Portfolio management used in the bio/pharmaceutical industry
 - Understanding business performance (pharma case study)
 - Diagnosing specific performance problems
 - Benefits, costs of doing an MBA and the different routes
 - The role of leadership
 - What are the core competences of effective leaders?
 - Leadership vs. management
 - Leadership style

Pharma Mini MBA Module 3

Day Three - 29 October 2014

- ▶ **Leading Change and Project Management in the Bio/Pharma Industry**
 - 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 (Pharma case study in leading a structural reorganisation)
 - Creating a team, department and organisation relevant to today's pharmaceutical business needs
 - Team formation and development
 - Essentials of Managing Projects
 - Project management tools and techniques to use in implementing pharmaceutical projects
 - Applying key project management techniques to bio/pharma projects
 - How to manage in a matrix management environment
 - Understanding of cultural awareness to work more effectively with pharmaceutical colleagues

Pharma Mini Module - Post Course Development

- ▶ **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 (tool kit)
 - Helpline with the Programme Director Dr Laura Brown MBA



The PHARMA Mini MBA



Application to Register

27-29 October 2014
Conf. No. A10-4314
Please PRINT your details:

Title First Name.....
(Dr, Mr, Mrs, etc)
Family name
Position
Department.....
Company
Company VAT No.
Address
.....
City Post Code
Country.....
Tel No.
Fax No.....
E-mail
Secretary's Name
Signature

Substitutions may be made at any time at no extra charge

Payment by either: VISA MASTERCARD AMEX

Card No:

Card Security No:

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 AMEX:

Expiry date...../.....

Cheque enclosed payable to Management Forum Limited
 Bank transfer on receipt of invoice **W**

Registration Information

Dates 27-29 October 2014
Registration & Coffee
27 October 2014 09.00
Times Day 1 Start 09.30 – Finish 17.00
Day 2 Start 09.30 – Finish 17.00
Day 3 Start 09.30 – Finish 16.30

There will also be some case study reading to do each evening (approximately 35 mins).

Venue & Accommodation
Raffles Dubai Hotel, UAE
Sheikh Rashid Road
Wafi - P O Box 121800
Dubai - UAE

Accommodation
All booking should be made directly to the hotel quoting this Management Forum meeting, together with your credit card details.

Raffles Dubai Hotel,
Sheikh Rashid Road,
Wafi, PO Box 121800,
Dubai, UAE
Hotel Tel: +971 4324 8888
Hotel Fax: +971 4324 6000
Website: **www.dubai.affles.com**

Conference Fee
£1,650 The fee includes course documentation as well as mid-session refreshments and lunch. Invoice and confirmation will be forwarded to you.

Conference No. A10-4314

Discounted Rates
Available on application for personnel from non-profit making organisations and registered charities.
Group discount available on request

Cancellation Policy:
Over 14 days prior to the Seminar: Cancellation fee of £75.
7/14 days prior to the Seminar: 50% of the fee. Fewer than 7 days or if no notification received: Registrant liable to pay FULL seminar fee. **NB: Cancellations must be received in writing by registrations@management-forum.co.uk**
Management Forum reserves the right to cancel/alter the programme, the speakers, the date or venue. If an event is cancelled Management Forum is not responsible for airfare, hotel or other costs incurred by registered delegates.

To Register

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If you have NOT received confirmation seven days after registering, please contact Registration Department.

If you do not want to receive future mailings from Management Forum please contact nick@management-forum.co.uk
If you do not wish to receive selected third party mailings please contact nick@management-forum.co.uk

Exhibition spaces and promotional opportunities will be available at this meeting.
For further information please contact **Robert Sinclair**
(email: robert@management-forum.co.uk)