



**University  
of Basel**

Faculty of  
Medicine



# Life Sciences Leadership and Business Strategies

**Advanced Studies**  
Steinengraben 22  
Basel, Switzerland  
April 9–10 and May 21–22, 2019



**ADVANCED STUDIES**

## Course Description

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This course offers the basic principles of innovation leadership and gives insight the theory and practice of what it takes to be an effective leader. Participants will get the core management skills they need for fully leverage the human capital of their own project or company. The course aims to fill the gaps between leadership and management, vision and reality, strategy design and implementation in the Life Sciences, Health, or Insurance Industries.

It includes:

- Product Lifecycle in the Life Sciences Industry
- Financial Management
- Leadership: motivating global teams and social competence
- Business Development: marketing, pricing
- Intellectual Property, Licensing
- Communication and Change Management
- Legal and Social Responsibility
- CEO role model

The course programme covers four days (two blocks with each two days) including presentations, company and industry relevant interactive teaching with case studies, practical exercises and short communication by participants.

## Learning Outcomes

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At the end of the course, the participants should be able to describe:

- Understand basic principles of innovation leadership for profitable growth and results
- Describe new tools and practices in bringing a new molecule to market
- Be capable to utilise basics of legal and health economics including constraints of conducting a successful biopharmaceutical business
- Recognise evolving expectations from the regulatory and financial environment

- Outline the basics in various types of alliances, valuation of technologies, portfolio management, joint ventures, partnerships, pricing of drugs.
- Understand structuring successful collaborative arrangements between pharmaceutical companies, SMEs and universities
- Appraise the role and key competences and tasks of a CEO, including perspectives of an employee, a CEO and a board member

## Target Audience

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The programme is tailored for managers in the Life Sciences Industry who prepare for leadership positions and seek an intensive preparation and enhancement for how to lead a group and how to effectively run a successful project and business.

## Programme

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### **Sessions Part 1 (April 9–10, 2019)**

- Trends and Future in Life Sciences industries and the Crucial Role of Management
- Financial Management: Macroeconomics and Microeconomics, Capital Markets, Investments, Valuations Balances, and Economics
- The Role of a CEO and the Board
- Leadership: Motivating Global Teams, Social Competence
- Change Management

### **Sessions Part 2 (May 21–22, 2019)**

- Business Development: Portfolio Management and Market Access
- Legal and Social Responsibilities
- Life-Cycle Management, Intellectual Property, and Licensing
- Presentation and Discussion of Assignments/ Business Plans

## Credits

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3 ECTS

## Organisation

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### **ECPM**

European Center of Pharmaceutical Medicine

University of Basel

Klingelbergstrasse 61

CH-4056 Basel

Phone +41 61 207 19 50

E-mail [ecpm@unibas.ch](mailto:ecpm@unibas.ch)

## Registration

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[www.ecpm.ch](http://www.ecpm.ch) or

[web.ecpm.ch/life-sciences-leadership-and-business-strategies](http://web.ecpm.ch/life-sciences-leadership-and-business-strategies)

**Deadline for registration: February 15, 2019**

## Registration Fee

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CHF 3000

CHF 1800 for academia and nonprofit organisations

Fee includes meeting materials, lunch, and coffee.

## Cancellation

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Refund of fee will be given if cancellation is received in writing before the deadline for registration, after this date no refund can be given.

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## Course Venue

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### **Advanced Studies**

Steinengraben 22

Basel, Switzerland

#### **From Basel Bahnhof SBB / Swiss Railway Station:**

Take bus no 30 (leaving in front of Confiserie Bachmann, direction Badischer Bahnhof) to „Steinenschanze“ (1 stop, 2 min).

#### **From Basel Badischer Bahnhof / German Railway Station:**

Take bus no 30 (direction Basel Bahnhof SBB) to „Steinenschanze“ (20 min).





## **Educating Talents** since 1460.

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