IPI Academy

MANAGEMENT forum



Presented by
Management Forum

The Pharma Mini MBA

19-21 May 27
+ 10-12 November 27

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

The Pharma Mini MBA is a three-day accelerated management programme delivered virtually and designed specifically for professionals working in the pharmaceutical and life sciences industries. It distils the most valuable and practical elements of an MBA and applies them directly to real pharmaceutical business challenges.

The course is highly interactive and hands-on rather than academic, using pharmaceutical business school case studies, practical tools, facilitated discussion and live exercises throughout. The emphasis is on developing judgement, strategic thinking and management capability, rather than theory or self-paced online content.

Across the three days, participants work through live industry issues and their own challenges, helping translate learning into practical actions they can apply immediately in the workplace. The course also provides a realistic insight into what an MBA involves and is valuable both as a standalone development programme and as an MBA taster.

Guest speaker contributions
The course includes dedicated guest speaker sessions that complement the core Mini MBA content and provide additional applied perspectives from across the pharmaceutical industry.

Benefits of attending

- **Develop** practical strategic thinking and management skills applicable to the pharmaceutical industry
- **Gain** confidence in applying MBA-level tools and concepts to real business challenges
- **Improve** understanding of the pharmaceutical business environment, competition and value creation
- **Strengthen** leadership and decision-making capability in complex organisations
- **Understand** the role of innovation, health economics and market access in shaping strategy
- **Take away** a practical Mini MBA toolkit to apply immediately in the workplace

Who should attend

This course is designed for professionals working in the pharmaceutical, biotechnology, medical device and related life sciences industries who wish to strengthen their business and management capability.

- Scientists, clinicians and technical specialists moving into broader management roles
- Clinical research, regulatory affairs and quality professionals
- Commercial, medical and operational managers
- Project, programme and portfolio managers
- Those preparing for more senior leadership or cross-functional roles

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

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

Programme

Day 1

Strategy and strategic challenges in the pharmaceutical industry

- Strategy and strategic thinking in the pharmaceutical industry
- Strategic analysis, planning and implementation
- Environmental and competitive analysis
- Strategic options and applying the MBA toolkit
- Stakeholders and their expectations in pharma
- Obtaining value from strategy in the pharmaceutical industry

Day 2

Commercial management, innovation and business performance

- New product development and the target product profile
- Portfolio management used in the pharmaceutical industry
- Understanding business performance and the business plan
- Diagnosing specific performance problems
- Developing strategic alliances and collaborations
- Managing innovation across the pharmaceutical value chain
- Future innovations in pharma and the life sciences industries
- Benefits and costs of doing an MBA

Managing innovation in the pharma industry

A guest session focusing on innovation, strategy and transformation in the pharmaceutical and life sciences sector.

Day 3

Hot topics in market access strategy

A dedicated session exploring the role of market access reimbursement and policy influences in pharmaceutical strategy and decision-making.

Leadership, change and implementation

- The role of leadership in pharmaceutical organisations
- Core competencies of effective leaders in pharma
- Leadership versus management
- Leadership styles and approaches in the pharmaceutical industry
- Leading and implementing strategy and change
- Understanding resistance to change and how to manage it
- Project management tools and techniques for implementing pharma strategy
- Cultural awareness and working effectively with global pharma colleagues
- Hot topics in market access strategy
- Personal development action planning and practical application

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

Laura Brown is an independent pharmaceutical consultant and trainer with over 25 years' experience supporting leadership, quality and management development across the pharmaceutical and life sciences industries.

She was Course Director for two postgraduate MSc programmes in the pharmaceutical sector, including the MSc in Clinical Research, and has extensive experience translating MBA-level thinking into practical tools for industry professionals.

Laura's training is highly interactive and experience-led, drawing on real-world pharmaceutical business challenges rather than academic theory.



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

19-21 May 27	**Live online** 09:30-17:00 **UK (London)** (UTC+01) *Course code 17296*	GBP **1,399** ~~1,699~~ EUR **1,959** ~~2,379~~ USD **2,251** ~~2,719~~ **Until 24 Mar**
10-12 November 27	**Live online** 09:30-17:00 **UK (London)** (UTC+00) *Course code 17452*	GBP **1,399** ~~1,699~~ EUR **1,959** ~~2,379~~ USD **2,251** ~~2,719~~ **Until 15 Sep**

How to book

Online:
ipi.academy/1688

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

Email:
info@ipiacademy.com

Phone:
+44 (0)20 7749 4749

Discounts

- Booking more than one delegate on any one date qualifies for a **30% 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 the our terms, the event cancellation policy and the terms and conditions are on our website, please visit ipi.academy/content/terms-and-conditions

Reviews

★★★★★

I really, really, really enjoyed the content, Paul and his stories and getting to know my breakout team

Karen Baker
PV Implementation & Oversight Associate Director
SOBI
Nov 4 2026

★★★★☆

The content was valuable and informative.

Fida Issa
Principal Pharmacovigilance Process Expert
Leo Pharma
Nov 4 2026

★★★★☆

This training was great and what I enjoyed the most was : - The condensed approach with key tools to be used in my future projects - The homework with insightful pharma case studies, allowing us to reflect ahead of the day - The presentations from the guests

Anne-Claire LE MEUR
Director, Global Clinical Supply Management
IPSEN
Nov 5 2025

★★★★☆

content was good, presentation was good, and speakers were also good

Zonera Hassan
Project Manager
CHEPLAPHARM Arzneimittel GmbH
Nov 5 2025

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:



ALEKSANDRA BEER
Tel: +44 (0)20 7749 4749
Email:
inhouse@ipiacademy.com



YESIM NURKO
Tel: +44 (0)20 7749 4749
Email:
inhouse@ipiacademy.com



Harry ALTAMONT
Tel: +44 (0)20 7749 4749
Email:
inhouse@ipiacademy.com

IPI 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.

10-12 Rivington Street
London EC2A 3DU

ipi.academy
Tel: +44 (0)20 7749 4749
Email: info@ipiacademy.com