

Course Title:	Certified Innovation Leader (CIL)
Instructors:	Mr. Shahzad Qamar

Course Description

This Program will enable the Pharmacists to prepare themselves for the most demanding area of Pharmacy Practice across globe, The Certified Innovation Leader to innovate the process to maximize the business.

This Certificate will enable them to make Rational Business Ideas, Decisions, and Strategies to augment the business versatility/spectrum, uniquely and exclusively.

It will increase your marketability / professional worth in all the fields of Pharmacy nationally as well as internationally.

The Course contents are “Challenge focused and Need Oriented” based on Self Grooming, Emotional Intelligence, innovation to catch the Organizational Competitive Advantage.

This Course will change the mindset from JOB SEEKERS to JOB CREATER.

Entrepreneurial Mindset in Action.

Course Objectives.

1. Demonstrate competence in the principles and practices of industry-standard innovation practices
2. Certification offers financial benefits — it positively impacts your salary — and helps you stand out and better market yourself to prospective employers
3. Increase your innovative skill sets to address your team with effectiveness.
4. Ensure planning efforts are geared towards profitability and the voice of the customer
5. Provides employees with a widely -respected credential and is an invaluable mark for successful selection and hiring of innovation leader candidate

Syllabus:

Managed Front End

1. Innovation a brief introduction.
2. Understanding Strategy, Innovation and Competitive Advantage.
3. Developing innovation in Business
4. Developing The Business Case – innovation at peak.

New Product Development Process

1. Knowledge Creation
2. Project Planning
3. Innovation Development
4. Innovation Launch

Implementation

1. Select and Communicate
 2. Facilitation
 3. Leading the Initiative for Innovation
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5. Importance of Location and layout of Pharmacy.
 6. Designing of Effective Supply chain mechanisms.
 7. Designing of Effective Community / Retail Pharmacy Marketing strategies.
 8. Understanding the best SOFTWARE to operate Community / Retail Pharmacy Business.
 9. Role of Pharmaceuticals Business Management in Community / Retail Pharmacy
 10. Pakistan Pharmaceuticals Industry /Global Pharmaceuticals Industry and their integration with Community / Retail Pharmacy Business.
 11. Decision Strategies, Strategies for inventory management, pilfrdige management, Marketing Strategies & Pharmaceutical Product Life Cycle at Pharmacy.
 12. Advertising or Promoting Community / Retail Pharmacy at social media
 13. Marketing Tools Product Literature Give-away CME'
 14. Marketing Activities Institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society.
 15. Corporate Sales Management from Community / retail pharmacy.
 16. Team Development with Winning attitude to manage 24/7 Community / retail Pharmacy Business.
 17. Digital / Satellite Controlling Tools for the management of Community / retail pharmacy.
 18. Devising Business Model and Business Plan for Community / retail pharmacy.
 19. Conceptual understanding of franchise business model in Community / retail pharmacy.

