

**Professional Master - M2
Biology and Marketing
2026-2027**

Semester 3	Course					
	Code	Title	Credits	C	TS	Hours
	BTCO 511	Analytical approaches applied to the quality control of medicines	2	8	12	20
	BTCO 512	Pharmaceutical processes and forms	2	16		16
	BTCO 514	Pharmacotherapy	2	16		16
	BTCO 515	Sales techniques	3	12	12	24
	BTCO 516	Strategic Management	2	16		16
	BTCO 517	Corporate leadership	2	16		16
	BTCO 518	Sale Communication skills	3	12	12	24
	BTCO 519	Human resource Management	2	16		16
	BTCO 520	Market Study and Client Behavior	2	16		16
	BTCO 522	Body language	2	16		16
	BTCO 523	Business development	2	16		16
	BTCO 524	Negotiation	2	16		16
	BTCO 531	General economics	3	16	12	28
	ENGL 591	Scientific English & Communication skills	1		20	20
	Total		30	192	68	260

BTCO 570: Seminars (80 hours)

Semester 4	Course					
	Code	Title	Credits	C	TS	Hours
	BTCO 580	Master Thesis	30			4 - 5 Months
	Total		30			