

| Program title: Development of Pharma skills necessary in today's companies and markets |             |                   |   |  |
|--|-------------|-------------------|---|--|
| lecture sequence   | dates       | time              | lecture title                                     | purpose - questions asked and answered   |
| <b>1</b>   | 16.10.2013. | A5<br>10.00-12.00 | introduction                                      | who is Phoenix - why this course - what are student expectations - what can we expect from each other  |
| <b>2</b>   | 13.11.2013. | A5<br>10.00-12.00 | learning the Pharma value chain in today's market | Pharma market Serbia in a regional context - what roles are available today - where is sustainable potential - what will happen next - how can I shape the future                      |
| <b>3</b>   | 18.12.2013  | A5<br>15.00-17.00 | finance   | P&L - B/S - why do I need to know about finance - what reports are needed - how can I read reports - what is the difference between success and failure - how can I measure progress   |
| <b>4</b>   | 25.12.2013  | A5<br>10.00-12.00 | possible career paths in today's market           | walk through the value chain for possible careers - knowing ourselves - the important of project management - working with people, the switch to EQ                                    |
| <b>5</b>   | 15.1.2014   | A5<br>10.00-12.00 | focus on: quality                                 | guest speaker - what added value is provided by careers in quality - what are current trends - what is a typical working day like - how can I improve industry in the future           |
| <b>6</b>   | 05.2.2014   | A5<br>10.00-12.00 | focus on: production                              | guest speaker - what added value is provided by careers in pharma production - what are current trends - what is a typical working day like - how can I improve industry in the future |
| <b>7</b>   | 19.2.2014.  | A5<br>10.00-12.00 | focus on: wholesaling                             | guest speaker - what added value is provided by careers in wholesaling - what are current trends - what is a typical working day like - how can I improve industry in the future       |
| <b>8</b>   | 26.2.2014.  | A5<br>10.00-12.00 | focus on: retailing                               | guest speaker - what added value is provided by careers in retailing - what are current trends - what is a typical working day like - how can I improve industry in the future         |
| <b>9</b>   | 5.3.2014.   | A5<br>10.00-12.00 | project update                                    | three separate projects are launched, one for each group - multi collaboration platform needed - liason with industry mentors  |

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| <b>10</b> | 26.3.2014. | A5<br>10.00-12.00 | project review       | projects are reviewed - presented by the project teams - course wrap up and key learnings shared |
|           |            |                   |                      |  |
| <b>11</b> | 16.4.2014. | A5<br>10.00-12.00 | project presentation |  |
| <b>12</b> | 30.04.2014 | A5<br>10.00-12.00 | HR topics            |  |