Économie industrielle des produits de santé

ECTS : 3

Description du contenu de l'enseignement :

Course Description: This course provides a comprehensive examination of the pharmaceutical industry through an economic and strategic lens, exploring the unique market dynamics, regulatory frameworks, and strategic considerations that shape drug development, pricing, and access globally.

Learning Objectives: Students will gain deep insights into

- **Economic Principles in Pharmaceutical R&D:** Understanding the unique economics of drug discovery, development costs, risk-return profiles, and the role of intellectual property in incentivizing innovation
- **Corporate Strategy and Market Behavior:** Analyzing pharmaceutical company strategies including mergers and acquisitions (M&A), portfolio optimization, investment and divestment decisions, and competitive positioning
- **Market Structures and Competition:** Examining monopolistic competition in branded drugs, generic and biosimilar market entry, and the impact of loss of exclusivity on market dynamics
- **International Pricing Strategies:** Evaluating value-based pricing, external reference pricing (ERP), health technology assessment (HTA), and the challenges of differential pricing across markets
- **Global Market Access:** Navigating diverse regulatory and reimbursement pathways

Compétence à acquérir :

This course adopts a **truly international perspective**, recognizing that pharmaceutical markets are increasingly interconnected yet remain highly fragmented due to national regulatory sovereignty, diverse healthcare systems, and varying economic development levels. Students will develop the analytical frameworks necessary to navigate this complexity and make informed strategic decisions in a global pharmaceutical environment

Mode de contrôle des connaissances :

Etude de cas