

Graduation thesis Key Personnel Skills Development of Pharmaceutical Managers concentrates on the development of knowledge, skills and attitudes of managers, in accordance with current requirements and demands which they have to cope with, such as flexibility of thinking, innovation, managerial, leadership and soft skills enhancement, changes in the organizational culture.

Theoretical part is related to the analysis of particular educational program, which concentrates on the skill development of pharmaceutical company managers, and also consists of a questionnaire survey related to the practical use of the developed social skills. Acquired data were consequently used for program update recommendation and validation of the overall strategic concept of managerial education in Zentiva.