

Abstract

The aim of the diploma thesis is to describe and analyse information sources, which are useful for the molecules portfolio selection suitable for the future development of a generic drug. These information sources should be examined on the case study of the portfolio selection in a given therapeutic area. The topic of the diploma thesis is presented in the context of basic principles and functions of the generic pharmaceutical industry and its information needs. The introductory chapter characterizes the pharmaceutical industry in general and warns on a competitive environment, which the pharmaceutical companies can succeed in thanks to the advanced methods of the business intelligence. The second chapter focuses on the differences between the generic and original pharmaceutical industry, a drug lifecycle is also introduced there. The next chapter specifies the methods of the business intelligence in the generic pharmaceutical industry on the ground of its information needs. The fourth chapter plays a key role. First of all, it introduces general characteristics of information sources used in the strategic portfolio management. Secondly, the detailed description and analysis of eight main information sources used by the generic companies within business intelligence follows. In the last chapter these information sources are examined on the case study. The case study tries to simulate possible steps for the molecules selection, which could be potentially proper to a generic company's portfolio.