



## **MBA in Pharmaceutical Management/Healthcare**

### **Program Course Descriptions**

#### **Term 1**

##### **BUSN 651 – Healthcare I (3 credits) (Residency I)**

TBD

##### **BUSN 505 – Financial Performance of the Firm-Accounting (1.5 credits)**

This course provides detailed coverage of the financial statements (income statement, balance sheet, statement of stockholder's equity, and statement of cash flows) and their construction. Students will also learn how to analyze the impact of corporate transactions on companies' financial condition and operating performance.

##### **BUSN 506 - Financial Performance of the Firm-Finance (1.5 credits)**

Topics include ratio analysis, cash flow management, pro-forma financial statements, etc

##### **ORGB 625 - Leadership and Professional Development (3 credits)**

This course helps students to use their knowledge and skills to enhance their professional development and become effective leaders. Students will learn trends in contemporary organizations, enhance their self awareness and refine their interpersonal skills to improve their work effectiveness.

#### **Term 2**

##### **BUSN 507 - Essentials of Economics I (1.5 credits)**

This course teaches basic microeconomic theory and how to apply it to the analysis of real world issues. Students will study supply and demand, the economics of production, and the economics of market structures such as competition, monopoly, and oligopoly.

##### **BUSN 508 - Essentials of Economics II (1.5 credits)**

This course teaches basic macroeconomics theory and how to apply it to the analysis of real world issues. Students will study national income accounting, price indexes, inflation, unemployment, aggregate demand, aggregate supply, fiscal policy, the banking system, monetary policy, capital flows, and exchange rates.

##### **MKTG 601 - Marketing Strategy & Planning (3 credits)**

This course examines the pharmaceutical industry and discusses market segmentation, product launch, and product marketing. Heavy emphasis is placed on direct-to-consumer, professional, and evolving health care markets. Students will apply the tools and concepts of their general marketing course to understand the needs of current and future customers and strategies for product development, promotion, pricing, and place as it relates to your organization and the pharmaceutical industry more generally.

## Term 3

### **MGMT 601 – Managing the Total Enterprise (3 credits) (Residency II)**

Business simulation focusing on the need to integrate strategic and operational concepts, issues, and decisions in moving technological enterprise from start-up to success.

### **STAT 601 - Business Statistics (3 credits)**

Students learn to apply quantitative decision-making models to significant problem situations in business and government. The course emphasizes statistical inference techniques, including hypothesis testing, simple and multiple linear regression and correlation, analysis of variance models, and non-parametric methods, using widespread statistical software applications.

## Term 4

### **BUSN 652 – Healthcare II (3 credits) (Residency III)**

TBD

### **MKTG 653 - Healthcare Marketing (3 credits)**

The pharmaceutical/healthcare industry is in a state of flux and is undergoing tremendous change due to increased pressure to control health care costs in general and the cost of drugs in particular. These pressures have created a new market environment for the industry along with the need for new marketing practices. This course will examine the current and potential future realities for the pharmaceutical/healthcare industry, and the new marketing environment. Class participants will be challenged to think at not only the marketing level, but also at the entire organizational systems level, through the use of case studies and discussions.

## Term 5

### **ECON 601 - Managerial Economics (3 credits)**

Students will learn how to identify, measure, and compare the costs and consequences of the use of pharmaceutical products and services. Such analyses can be used in assessing licensing opportunities, compound selection, and research termination decisions. Students will learn how to apply the tools and concepts of economics to determine, for example, which drug is most cost-effective for a population of patients suffering from a given disease or which drug intervention offers the best quality of life for a given population of patients.

### **POM 601 - Operations Management (3 credits)**

This course studies the input-output transformation process in organizations, including analysis of administrative functions and planning and control of such processes as setting work standards, scheduling tasks and personnel, managing materials, and quality control.

## Term 6

### **ACCT 601 - Managerial Accounting (3 credits)**

This course discusses management accounting as part of the firm's information system, drawing on cost accounting and budgeting systems for planning and controlling business operations. Topics include different methods of cost calculation, e.g. job-order, process, direct, step-down, activity-based, cost-volume-profit and standard costing.

### **MGMT 602 - Managing Technological Innovations (3 credits)**

This course examines how industries are transformed by new technologies, how managerial action can shape technologies, and how managerial competencies can affect the innovation performance of their firms. Students will explore such issues as the implications of types of innovations and firm profit, techniques for managing innovation, and the importance of knowledge and firm capability to competitive advantage.

## **Term 7**

### **FIN 601 - Corporate Financial Management (3 credits)**

This course provides an in-depth treatment of long-term financing decisions, including valuation, cost of capital, financial leverage, dividend policy, and capital structure determination. Topics include: forecasting a firm's financial statements and working capital position to determine long-term financing needs; determining the value of a firm using discounted cash flow and price multiple methods; analyzing the lease-vs-buy decision for capital equipment; understanding how global issues affect a multinational firm's financial decisions.

### **Flexible Core Elective - (3 credits)**

Corporate Governance, Corporate Reputation Management, Entrepreneurship, International Business or Strategic Leadership

## **Term 8**

### **MGMT 780 - Strategic Management (3 credits)**

Students will plan, launch, and manage an IT-based business through analysis and development of a business plan, financial projections and capital acquisition, protection of intellectual properties, alliances and outsourcing, and exit strategies.

### **BUSN 653 Healthcare III (3 credits) (International Residency)**

During a week long international trip, students will learn about the global strategy of the pharmaceutical/healthcare industry and how it differs from that of the United States. Through business visits, research, class work and cultural activities this unique experience provides students with a well rounded perspective to the pharmaceutical/healthcare industry.