Mission Statement

The mission of Saint Joseph’s Pharmaceutical & Healthcare Marketing MBA for Executives is to provide industry programs for all segments of the pharmaceutical, biotech, medical devices, diagnostics, allied partners and healthcare industries, delivering these programs to the lifelong student in a flexible and convenient format within state-of-the-art environments.

Admissions Requirements and Procedures

Students are admitted through a rolling admission process. Students applying for admission to the Pharmaceutical & Healthcare Marketing MBA for Executives Program must have a baccalaureate degree from an accredited college or university. Admissions criteria:

- 4 (four) years of pharmaceutical/healthcare industry experience
- a completed application form
- official transcripts of all course work from each undergraduate and graduate school attended, with minimum GPA 2.5. International students need an official course-by-course evaluation by World Education Services (WES) of undergraduate and/or graduate education;
- a résumé
- a letter of recommendation
- A structured personal interview is required in lieu of GMAT or GRE scores

Foreign applicants whose native language is not English are required to take the Test of English as a Foreign Language (TOEFL). Arrangements should be made by writing directly to:

TOEFL
Box 6151
Princeton, NJ, U.S.A. 08541-6151

Students already in the Philadelphia area who do not have a TOEFL score may be admitted following satisfactory performance on the English test administered at the ELS Center on the Saint Joseph’s University campus. A minimum score of 550 or 213 on computerized test on the TOEFL is required to take any courses in this program. An IELTS score of 6.5 or an official PTE score of 60 is also acceptable. Qualified students who complete Level 112 at the ELS Language Center and receive a strong, positive letter of recommendation from the Center can begin their graduate studies without the official TOEFL score. Applicants are also required to register with the World Education Services (WES) to have an official course-by-course evaluation of their undergraduate work.

Additional information on WES transcript evaluation can be obtained by visiting them at www.wes.org (http://www.wes.org).

Tuition and Fees: Pharmaceutical & Healthcare Marketing MBA for Executives

All students enrolled in the courses are charged on a per course basis. All charges are due and payable upon receipt of the invoice. Students can view their invoices through their student accounts in The Nest. It is the students’ responsibility to maintain their account in a current status. Corporations will be billed directly only when appropriate authorization has been made by the corporation. Please check with Hawk Central on procedures for corporate billing.

Students who are financially delinquent will forfeit the privilege of attending classes and the University has the right to withhold grades, transcripts, and diploma until such indebtedness is paid.

Matriculated Students

Students who have met all admission requirements are classified as matriculated students.

Academic Dismissal

Students enrolled in the Pharmaceutical & Healthcare Marketing MBA for Executives who receive a grade of C or below for two (2) credit hours will receive a warning letter. Students who receive a grade of C or below for six (6) credit hours will be placed on academic probation and will be so advised by letter. Students who receive a grade of C or below for ten (10) credit hours will be dropped from the program. All students must maintain a 3.0 GPA in the program to be eligible for graduation. The Pharmaceutical & Healthcare Marketing MBA for Executives Program Director monitors student progress throughout the course of the program. The university reserves the right to request the withdrawal of any student when, in its judgment, the general good of the university requires it.

Admissions Committee

The recommendation for accepting applicants into the program will be made by the Admissions Committee and its members. Members of the Admissions Committee are:

- Terese Waldron, M.S., Chair of the Admissions Committee
- George P. Sillup, Ph.D., Associate Professor and Chair of Pharmaceutical & Healthcare Marketing
- Thani Jambulingam, Ph.D., Associate Professor of Pharmaceutical & Healthcare Marketing
- Joseph Larkin, Ph.D., Associate Professor of Accounting
- John Yi, Ph.D., Assistant Professor of Decision and Systems Science
- Ginette McManus, Ph.D., Professor of Finance
- Carolin Schellhorn, Ph.D., Assistant Professor of Finance
- Ronald K. Klimberg, Ph.D., Professor of Decision and System Sciences
- Bill Trombetta, Ph.D., Professor of Pharmaceutical & Healthcare Marketing
- David Steingard, Ph.D., Associate Professor of Management
- Anthony DeConte, M.D., Visiting Professor of Pharmaceutical & Healthcare Marketing
- Iljoo Kim, Assistant Professor of Decision and System Sciences
Location and Time of Courses for the On-ground Program

The two-day course format accommodates the personal and professional demands of individual students. Courses are offered nearly every Friday/Saturday year round. Students may attend as often as their schedule permits, completing the degree requirements within six years. Students in this program are also permitted to take online courses when needed.

Courses are offered at The Chubb Hotel and Conference Center, Lafayette Hill, PA (15 minutes from Main Campus). Each course is completed in a Friday/Saturday classroom session, along with a pre- and post-assignment. The Capstone course, MPE 795, is a three-day course offered on a Thursday, Friday and Saturday. Visit the web site at www.chubbhotelandconferencecenter.com (http://www.chubbhotelandconferencecenter.com) for more information about The Chubb Hotel Conference Center. Periodically classes will be held on the SJU campus.

Location and Time of Courses for the Online Program

The online course format accommodates the personal and professional demands of individual students. Courses are delivered over one calendar month, with weekly meetings held via web conferencing. Students may attend as often as their schedule permits, completing the degree requirements within six years. The Capstone residency course, MPE 795, is a three-day course offered on a Thursday, Friday and Saturday at the Chubb Hotel and Conference Center, Lafayette Hill, PA. Students in this online program are also permitted to take courses in the two-day format as desired.

In-person courses are offered at The Chubb Center (15 minutes from Main Campus). Each course is completed in a Friday/Saturday classroom session, along with a pre- and post-assignment. Visit the web site at www.chubbhotelandconferencecenter.com (https://academiccatalog.sju.edu/business/executive-programs/online-pharmaceutical-healthcare-marketing-mba-executives/www.chubbhotelandconferencecenter.com) for more information about The Chubb Hotel Conference Center.

Inquiries:

Ms. Kathleen Klarich
Market Development Manager/Program Administrator
Pharmaceutical & Healthcare Marketing MBA for Executives
392 Mandeville Hall
Saint Joseph’s University
5600 City Avenue
Philadelphia, PA 19131
(610) 660-3155
(800) SJU-EMBA
Email: kklarich@sju.edu

Mr. Jonathan Dart
Senior Manager, Integrated Marketing Communications & Program Administrator, MV 289
Saint Joseph’s University
5600 City Avenue
Philadelphia, PA 19131
(610) 660-3149
(800) SJU-EMBA

Email: jdart@sju.edu
www.sju.edu/epharma

Learning Goals and Objectives

Objective 1: Leadership — Students will demonstrate the ability to lead in team situations, that is, to motivate, inspire and direct a team to achieving its goals.

Objective 2: Knowledge of functional area — Students will know core concepts within each business discipline of accounting, finance, management, marketing, and information technology.

Objective 3: Critical thinking and problem solving — Students will be able to analyze business scenarios in an integrative way and make constructive and actionable recommendations for problem solving.

Objective 4: Interpersonal/communication skills — Students will demonstrate competency in written and verbal communication aimed at facilitating, and reporting the results of, collaborative problem solving and decision making processes.

Objective 5: Ignatian Values — Students will be able to generate scholarship that embodies free, open inquiry, and provokes imaginative thinking and reflection on values. An appreciation for and ability to apply the Ignatian values of: a commitment to rigorous education and lifelong learning; an insistence upon ethical decision making; a desire for social justice; and a care and concern for others.

Objective 6: Global/Diversity — Students will understand the challenges businesses face in a global economy, and the cultural issues firms must address to succeed in this environment. A fuller understanding of and respect for diversity in the population and in organizations related to differences across cultures, ethnic groups, socio-economic groups, gender and sexual orientation.

Program Specific I Objective: Strategic Thinking: Students will exhibit strategic approaches to the complex business related problems in the pharmaceutical/healthcare industries industry and provide alternative strategies evaluating the pros and cons of those approaches.

The Pharmaceutical & Healthcare Marketing MBA requires the completion of 24 courses. All courses are 2.0 credits each for a total of 48 credits. The core business courses are designed to ensure that all students in the program have that common body of knowledge necessary for advanced study in business. The following courses are required.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>MGT 520</td>
<td>Empowering Individuals &amp; Grps</td>
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<td>ACC 510</td>
<td>Accounting Foundation</td>
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<td>FIN 501</td>
<td>Economics Foundation</td>
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<td>FIN 504</td>
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<td>MPE 530</td>
<td>Marketing Foundation</td>
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<td>FIN 551</td>
<td>Managerial Finance</td>
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<td>ACC 560</td>
<td>Managerial Accounting</td>
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<td>MGT 581</td>
<td>Leadership &amp; Development</td>
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<td>DSS 592</td>
<td>Business Statistics</td>
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<td>BUS 582</td>
<td>Business Ethics</td>
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<td>MPE 710</td>
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<td>MPE 670</td>
<td>Pricing</td>
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<td>MPE 640</td>
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<td>MPE 700</td>
<td>Strategies for Managed Markets</td>
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<td>MPE 610</td>
<td>Drug, Device Regulations</td>
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<td>MPE 660</td>
<td>Sales Management</td>
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<td>MPE 650</td>
<td>Competitive Analysis</td>
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<td>DSS 594</td>
<td>Data Analytics</td>
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<td>MPE 630</td>
<td>Marketing Research</td>
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<tr>
<td>DSS 593</td>
<td>Sales Forecasting</td>
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<td>MPE 720</td>
<td>Global Corporate Strategy</td>
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<td>MPE 795</td>
<td>Capstone</td>
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<td>MPE 711</td>
<td>Pharmaceutical Strategy</td>
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<td>MPE 625</td>
<td>Creating Effective R &amp; D</td>
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<td>MPE 780</td>
<td>Future Issues</td>
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<td>MPE 781</td>
<td>Health Policy</td>
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<tr>
<td>MPE 770</td>
<td>Independent Study</td>
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Elective

Select one of the following: 2

- MPE 711 Pharmaceutical Strategy
- MPE 625 Creating Effective R & D
- MPE 780 Future Issues
- MPE 781 Health Policy
- MPE 770 Independent Study

1. Must have completed 36 credits including all quantitative and foundation classes, as well as MPE 650 and MPE 710