PHARMACEUTICAL & HEALTHCARE MARKETING MBA

Mission Statement
The mission of Saint Joseph's Pharmaceutical & Healthcare Marketing MBA 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 life-long student in a flexible and convenient format within state-of-the-art environments.

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 as desired.

Courses are offered on the Saint Joseph's University campus. Each course is completed in a Friday/Saturday classroom session, along with a pre- and post-assignments. The Capstone course, MPE 795 MPE 795 MPE 795 MPE 795 MPE 795, is a three-day course offered on a Thursday, Friday and Saturday either on campus or at an offsite conference center.

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 either on campus or at an offsite conference center. Students in this online program are also permitted to take courses in the two-day format as desired.

In-person courses are offered on the Saint Joseph's University campus. Each course is completed in a Friday/Saturday classroom session, along with a pre- and post-assignments.

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

Code Title Hours
Foundation Courses

MGT 520 Empowering Individuals & Grps 2
ACC 510 Accounting Foundation 2
FIN 501 Economics Foundation 2
FIN 504 Finance Foundation 2
MPE 530 Marketing Foundation 2

Core Courses

FIN 551 Managerial Finance 2
ACC 560 Managerial Accounting 2
MGT 581 Leadership & Development 2
BUS 582 Business Ethics 2
DSS 592 Business Statistics 2
DSS 593 Forecasting 2
DSS 594 Data Analytics 2

Specialized Pharmaceutical & Healthcare Marketing Courses

MPE 610 Drug, Device Regulations 2
MPE 620 Supply Chain Management 2
MPE 630 Marketing Research 2
MPE 640 Pharmacoeconomics 2
MPE 650 Competitive Analysis 2
MPE 660 Sales Management 2
MPE 670 Pricing 2
MPE 700 Strategies for Managed Markets 2
MPE 710 Product Management 2
MPE 720 Global Corporate Strategy 2
MPE 795 Capstone 2

Elective

Select one of the following:

MPE 625 Creating Effective R & D
MPE 711 Pharmaceutical Strategy
MPE 715 New Product Launch
MPE 770 Independent Study
MPE 780 Future Issues
MPE 781 Health Policy

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

Academic Dismissal

Students enrolled in the Pharmaceutical & Healthcare Marketing MBA 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 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.