

PHARMACEUTICAL & HEALTHCARE BUSINESS MS

The Pharmaceutical & Healthcare Business MS at Saint Joseph's University is designed to accelerate a professional's career by enhancing their marketing knowledge through academic study and real-world experience in the healthcare industry.

The Pharmaceutical & Healthcare Business MS curriculum provides students with an understanding of a variety of relevant marketing topics, addressing the successful business of healthcare delivery from the perspectives of all industry stakeholders – from biopharma products to patients, payers and provider networks.

Learning Goals and Outcomes

Goal 1: Leadership

Outcome 1.1: Students will demonstrate the ability to lead in team situations, that is, to motivate, inspire and direct a team to achieving its goals.

Goal 2: Knowledge of functional area

Outcome 2.1: Students will know core concepts within pharmaceutical and healthcare industries.

Goal 3: Critical thinking and problem solving

Outcome 3.1: Students will be able to analyze business scenarios in an integrative way and make constructive and actionable recommendations for problem solving.

Goal 4: Interpersonal/communication skills

Outcome 4.1: Students will demonstrate competency in written and verbal communication aimed at facilitating, and reporting the results of, collaborative problem solving and decision making processes.

Goal 5: Ignatian Values

Outcome 5.1: 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.

Goal 6: Global/Diversity

Outcome 6.1: 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.

Goal 7: Strategic Thinking

Outcome 7.1: 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 those approaches.

Requirements

Code	Title	Hours
PMK 600	Health Care Marketing	3
PMK 795	Capstone	3
Select from the following:		24
PMK 610	Business of Healthcare	
PMK 620	Supply Chain Mgt in Healthcare	
PMK 625	Pharmaceutical R&D	
PMK 630	Healthcare Marketing Analytics	
PMK 640	Pharmacoeconomics	
PMK 651	Life Sciences Promotion	
PMK 660	Coding Coverage Reimbursement	
PMK 665	Sales Management	
PMK 670	Pricing in Healthcare Industry	
PMK 680	Healthcare Strategic Management	
PMK 700	Managed Market Access	
PMK 720	Global Healthcare Markets	
PMK 770	Independent Study	
PMK 780	Future Issues	
Total Hours		30