

# EXECUTIVE MBA IN PHARMA & HEALTHCARE BUSINESS

## Mission Statement

The mission of Saint Joseph's Executive MBA in Pharma & Healthcare Business 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, 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 (<https://academiccatalog.sju.edu/search/?P=MPE%20795>), 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 Outcomes

**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 and healthcare industries and provide alternative strategies evaluating the pros and cons of those approaches.

## Requirements

The Executive MBA in Pharma & Healthcare Business 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
<b>Foundation Courses</b>		
MGT 520		
ACC 510		
FIN 501		
MPE 530	Marketing Foundation	2
<b>Core Courses</b>		
FIN 551	Managerial Finance	2
ACC 560		
MGT 581		
BUS 582	Business Ethics	2
DSS 592	Business Statistics	2
DSS 593	Forecasting	2
DSS 594	Data Analytics	2
<b>Specialized Pharmaceutical &amp; Healthcare Marketing Courses</b>		
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 <sup>1</sup>	2
<b>Elective</b>		
2		
Select one of the following:		
MPE 625	Creating Effective R & D	
MPE 711	Pharmaceutical Strategy	

MPE 715	New Product Launch
MPE 715	New Product Launch
MPE 770	Independent Study
MPE 780	Future Issues
MPE 781	Health Policy
<b>Total Hours</b>	<b>36</b>

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Must have completed 36 credits including all quantitative and foundation classes, as well as MPE 650 (<https://academiccatalog.sju.edu/search/?P=MPE%20650>) and MPE 710 (<https://academiccatalog.sju.edu/search/?P=MPE%20710>).