PART-TIME
MASTER OF
PHARMA
BUSINESS
ADMINISTRATION
MBA

HEALTH ECONOMICS

STRATEGIC MANAGEMENT

REGULATORY AFFAIRS

CORPORATE FINANCE

PRODUCTION

MARKET ACCESS

QUALITY CONTROL

RESEARCH & DEVELOPMENT

INNOVATION MANAGEMENT

LEADERSHIP

MARKETING

PHARMACOVIGILANCE

PROJECT MANAGEMENT
"Knowing is not enough, we must apply. Willing is not enough, we must do."

Johann Wolfgang von Goethe

“The Master of Pharma Business Administration is a flagship project of the House of Pharma & Healthcare and Goethe University, as it is unique with respect to its innovative concept and its interdisciplinary structure. The foursome cooperation between the Faculty of Economics and Business Administration and the Faculty of Biochemistry, Chemistry and Pharmacy as well as the House of Pharma & Healthcare and Goethe Business School, demonstrates an impressive concentration of competences in the field of pharma management.”

Prof. Dr. Manfred Schubert-Zsilavecz, Vice-President, Goethe University and President, House of Pharma & Healthcare
PHARMA MBA – A UNIQUE EXPERIENCE

Are you seeking professional development opportunities to prepare for the next step of your career in the pharma business? Are you looking for deeper management knowledge as well as insights into the pharmaceutical value chain to promote your personal and professional advancement? Would you like to expand your professional network in the pharmaceutical industry? Are you poised for mastering new challenges? Then join us and apply for the Master of Pharma Business Administration (MBA)!

The Pharma MBA is the first and only part-time MBA program with a dedicated focus on the pharmaceutical industry. Developed by GBS in cooperation with the House of Pharma & Healthcare, it offers a unique combination of business fundamentals and pharma-specific management know-how.

https://www.goethe-business-school.de/mpba

AT A GLANCE

TARGET GROUP

Ambitious professionals from diverse academic backgrounds who want to qualify for a management career in the pharmaceutical industry. As a minimum eligibility requirement for admissions, we expect applicants to have:

• Bachelor’s degree (180 ECTS) or equivalent
• 2 years of post-degree professional work experience in a pharma-related capacity
• Proficiency in written and spoken English

INTERDISCIPLINARY CONTENT

Continuous focus on the pharmaceutical industry: applied management fundamentals and pharma-specific business know-how along the pharmaceutical value chain.

PART-TIME FORMAT

The program consists of four semesters – with bi-weekly classes on Fridays (1pm to 8pm) and Saturdays (9am to 5pm) during semesters 1-3 and the subsequent master thesis (20 weeks) off-campus in semester 4. Each semester concludes with a semester break. All dates are fixed well in advance allowing for long-term planning of academic and professional schedules.

PROGRAM START

The program starts annually in October.

ACCREDITED DEGREE

Graduates earn an MBA degree from the AACSB-accredited Faculty of Economics and Business Administration and the Faculty of Biochemistry, Chemistry and Pharmacy at Goethe University.

COOPERATION PARTNERS

[Logos of Goethe University and House of Pharma]
PROGRAM FORMAT

COMPACT, JOB-COMPATIBLE CURRICULUM

The program’s job-compatible format both minimizes the time away from work and gives ample time for self-study between class weekends.

- The program consists of four semesters, i.e. 3 semesters of lectures + 20 weeks for the master thesis in semester 4.
- A typical semester is composed of a series of bi-weekly lectures with subsequent exams.
- Lectures are scheduled on Friday afternoons and Saturdays (public holidays excluded) in semesters 1-3.
- Each semester concludes with a semester break.
- All dates are fixed well in advance allowing for long-term planning of academic, professional, and private schedules.

“While looking for a unique niche MBA experience I came across this newly introduced program. Being part of the very first cohort I can so far only recommend the excellent mixture of lectures with highly engaged and interactive professors and guest speakers, great administrative support, superb academic conditions and a perfectly sized class of great fellow students with diverse pharmaceutical backgrounds.”

Henrik Hesse, Class of 2018

“Goethe Business School has developed a unique Pharma MBA program – perhaps the only European MBA program designed especially for pharmaceutical specialists. Scientific knowledge and real life experience is linked through direct input from managers and experts from top pharmaceutical companies. This has allowed me to expand my knowledge in key business functions while integrating a focus on the pharmaceutical world in the classroom, and enabled me to work at a higher level. One of my favorite aspects of the program is the use of relevant business cases, which show us current situations from companies, and allow us to evaluate business trends in the global industry. It’s always interesting to compare our class solutions with the real company’s outcomes.”

Viktor Moiseev, Class of 2019

“For me, the Pharma MBA program at Goethe Business School was really inspiring. Since my background is pure scientific, I appreciated the managerial and conceptual focused classes a lot, for instance Organizational Behavior and Strategic Management & Corporate Development. Especially with regard to the dynamic within teams and the structure of certain procedures, I immediately tried to use in practice what I had learned during the last weekend. I value the mixture of the different disciplines, not only within the broad range of topics but also within my fellow students which have a very diverse professional background. For me, the program combines all the important topics I need to develop myself in the future: management, finance and the pharmaceutical value chain.”

Dr. Nadine Schneider, Class of 2018
CURRICULUM

Grads earn a Master of Business Administration (MBA) degree (90 CP) from both the AACSB-accredited Faculty of Economics and Business Administration and the Faculty of Biochemistry, Chemistry and Pharmacy at Goethe University.

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**Management fundamentals applied to the pharmaceutical industry:** Students learn the basics of management with focused case studies, business examples and guest speakers from pharmaceutical practice.

**Pharma-specific business knowledge along the pharmaceutical value chain:** Students can select four from a variety of courses according to their professional and personal preferences. Look beyond your own area of expertise and get a deep understanding of pharma particularities.

**Two extra-curricular workshops about the opportunities and challenges of digital transformation for the pharmaceutical industry:** Students learn about the technological progress and discuss use cases with selected industry experts.

**Final project to apply the knowledge gained in the program:** Students address a real-world challenge ideally from their own experience or company. In a preparatory course, students learn the necessary scientific methods and narrow down their thesis topic.
**DR. MARTIN WEISER**  
**PHARMACEUTICAL VALUE CHAIN**

**MY EXPERIENCE FROM THE FIRST TWO COHORTS**

“The classroom sessions were characterized by very active student participation and discussions. When reflecting about the concepts they had learned in the sessions, students brought in complex questions from their working environments that we discussed together. Moreover, especially the students with a non-economic background had excellent and innovative ideas when working on the case studies that enriched the discussion and led to new and better solutions of the problems.”

**CONTENT OF MY COURSE**

The course deals with generating and using accounting information and, in particular, information about costs, in the pharmaceutical context. Students learn different methods to allocate overhead to products and services that are especially relevant for the pharmaceutical industry. Moreover, they learn how to use the generated information for planning, control, and strategic decisions and get some insights in how this information is employed for performance evaluation purposes.

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**PROF. DR. ANNA ROHLFING-BASTIAN**  
**MANAGERIAL ACCOUNTING & CONTROLLING**

**MY EXPERIENCE FROM THE FIRST TWO COHORTS**

“The interdisciplinary and international composition of the classroom with students having different backgrounds, experiences, expertise and capabilities was very fruitful. It was an excellent basis to discuss the relevant topics of the pharmaceutical value chain from different perspectives. Students took the opportunity to share experiences from their working environments and to learn from each other. One important learning of the two cohorts was to identify the need of an additional elective module for Marketing & Sales. Personally, in my role as a lecturer I learned a lot of new things which was quite exciting for me.”

**CONTENT OF MY COURSE**

The course gives a comprehensive overview of the life cycle of a medical product. It covers the whole pharmaceutical value chain from Research & Development, Manufacturing & Production, Quality Assurance & Control, Regulatory Affairs & Pharmacovigilance, Marketing & Sales to Market Access & Reimbursement. The different topics addressed can be deepened in the following elective modules.

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MY EXPERIENCE FROM THE FIRST TWO COHORTS

“We try to give the students a so called „structured chaos“ so that their business ideas can unfold to real business models. They need to embrace uncertainty. Only these hands on approaches lead to having the best learning experiences possible. I was impressed by the enthusiasm and passion the students showed while shaping and transforming their ideas into feasible business models.”

CONTENT OF MY COURSE

Participants have the opportunity to develop business ideas, to learn what it takes to be an intrapreneur and how to form an idea/technology into a sound business concept or plan with a special emphasis on the iterative nature of developing an idea into a business. The course is highly interactive and experiential learning-based so that students learn what it takes to develop a successful business concept in a „real life“ scenario.

CONTENT OF MY MASTER THESIS

The master thesis „Brexit and its Impact on Pharmaceutical Law“ provides a comprehensive evaluation of potential changes to the regulatory framework as a consequence of the UK’s withdrawal from the European Union, while focusing on selected key areas of pharmaceutical legislation. Different scenarios are assessed regarding their implications on the pharmaceutical industry, while summarizing potential risks and possible mitigation actions. The thesis finally aims for providing guidance for global pharma companies in order to prepare for Brexit.

MY EXPERIENCE FROM WRITING A MASTER THESIS

“My master thesis about ‘Brexit and its Impact on Pharmaceutical Law’ was a great opportunity to transfer interdisciplinary knowledge gained throughout the lectures and accumulated experience from my working life to an in-depth analysis of a late-breaking hot topic of utmost interest for the pharmaceutical industry. Of course, it wasn’t always easy to balance a full-time job, the thesis work and a private life in parallel. Going for an interesting topic and effective time management are key to master this challenge.”
WHY CHOOSE THE PHARMA MBA?

When designing the program, we have taken into account the challenges of working professionals to find an ideal work-study balance. Our program format enables you to minimize your amount of time away from work allowing you to continue with your professional career while pursuing a master's degree.

### Classes
Classes are held at Goethe University's Campus Westend, one of the most modern campuses in Europe and located at the heart of Europe's business community. The campus offers state-of-the-art facilities and ideal learning conditions.

### Location
You will be matriculated at Goethe University and, therefore, have access to all university facilities and services, including the RMV semester ticket for public transportation. When not in class, you will stay connected with faculty, fellow students and program management through a virtual learning platform.

### Faculty
You will benefit from the faculty's extensive experience in research and practice-oriented teaching, offering a unique training in pharma management and combining current issues as well as practical applications that can be immediately implemented in a professional setting.

### Campus
The program is taught by Goethe University's outstanding faculty and top lecturers from other leading institutions as well as prominent practitioners from relevant corporations.

Gaining practice-based know-how during the program, exchanging ideas with stimulating guest speakers from the pharmaceutical industry as well as sharing experiences with fellow students will help you to leverage your full career potential.
CUSTOMIZED TO MEET THE REQUIREMENTS OF THE PHARMACEUTICAL INDUSTRY

The structure and content of the Pharma MBA have been designed in close coordination with representatives of selected pharmaceutical companies to ensure that the program meets the requirements of corporate practice.

“The Master of Pharma Business Administration is a great program that offers high potentials a customer-fit education. Distinguished academics and experienced practitioners work hand in hand to qualify prospective managers from the pharmaceutical industry for the challenges of their future activities.”

Dr. Patrick Horber
General Manager, AbbVie Deutschland GmbH & Co. KG

“The Master of Pharma Business Administration program’s design of imparting both management know-how and pharmaceutical skills is state-of-the-art and optimally addresses the required knowledge and expertise of future executives in the pharma industry.”

Prof. Dr. Jochen Maas
General Manager R&D Germany, Sanofi-Aventis Deutschland GmbH

“The structure and the content of the Master of Pharma Business Administration are matched to meet the needs of the pharma industry and set the program apart from other education and training formats in the market.”

Dr. Stefan Oschmann
Chairman of the Executive Board & CEO, Merck KGaA

“The Master of Pharma Business Administration fills an important gap: the pharma-centric customization of a traditional MBA curriculum. I also believe that the distinctive expertise of the lecturers and the practical nature of the classes – covering important aspects of the pharmaceutical value chain – make this program highly valuable for any aspiring executive in the pharma sector.”

Prof. Dr. Hagen Pfundner
Managing Director, Roche Pharma AG

“The pharmaceutical industry is where science meets business for the benefit of the patients. One cannot be successful without the other. This program is perfectly placed to teach the specific capabilities to colleagues with a scientific background lacking a formal business education and to those wanting to deepen or refresh their business administration knowledge.”

Dr. Christoph Bug
Country Medical Lead, Member of the Board, Janssen Germany
Goethe University in Frankfurt is the ideal choice for anyone looking for a place of study with an excellent learning infrastructure and a distinctive international flair on a central, modern and green campus. At Goethe University, global thinking successfully connects with a strong local tradition.
CAMPUS RESOURCES

FACULTY OF ECONOMICS AND BUSINESS ADMINISTRATION

Goethe University’s AACSB-accredited Faculty of Economics and Business Administration is widely regarded as one of Germany’s leading faculties in its field. Its researchers and lecturers are regularly ranked among the best in their field and are members of top advisory boards across Europe. The Faculty’s excellent reputation is evidenced by over 5,000 student enrolments, as well as by numerous national and international companies recruiting its graduates and intensively collaborating on research and education.

GOETHE BUSINESS SCHOOL

Since 2004, Goethe Business School (GBS) offers executives and young professionals an exclusive and broad portfolio of education and training programs at Goethe University – at the heart of Europe’s financial center Frankfurt am Main. GBS’ learning approach is truly unique as it offers a custom-tailored type of education based on the combination of insights of leading academics, practical content as well as relevant soft skills. The attractive study facilities of the House of Finance enable participants to further enhance their professional and personal skills.

HOUSE OF PHARMA & HEALTHCARE

The House of Pharma & Healthcare is an association of all parties involved in the pharmaceutical value chain. It brings together stakeholders from universities, non-university research institutions, the pharmaceutical industry, SMEs, political parties, health insurance companies, patient organizations, physicians, pharmacists, health initiatives, and regulatory authorities with the aim of achieving significant synergies. The House of Pharma & Healthcare contributes to the international visibility of Germany in translational research, accounts for closing the innovation gap in drug development and contributes to a more efficient use and distribution of resources.

FACULTY OF BIOCHEMISTRY, CHEMISTRY AND PHARMACY

At Goethe University’s Faculty of Biochemistry, Chemistry and Pharmacy, 32 professors and 215 permanent staff members are involved in research and in teaching of more than 1,850 undergraduate and 500 PhD students as well as postdoctoral fellows. The Faculty has been continuously highly ranked in the Academic Ranking of World Universities in Clinical Medicine and Pharmacy and is located at Campus Riedberg, a modern center for the natural sciences at Goethe University.
At GBS, the high quality of the faculty is of upmost importance. Our approach is to employ a tandem model comprising faculty from both academia and pharmaceutical practice to ensure the highest possible practical relevance of all modules. The faculty with the best fit for each module is chosen from the large pool of the wider university network.

“The quality of a program’s faculty is crucial for its successful delivery and especially the students’ learning experience. Therefore, the Master of Pharma Business Administration faculty is carefully selected in consultation with our advisory board to best meet the requirements of each module – with a balanced mix of experienced academics and practitioners to ensure the high practical relevance of the content we deliver.”

University Professor (Emeritus) Dr. Theo Dingermann,
Institute for Pharmaceutical Biology, Goethe University
Students and alumni of the Pharma MBA work for a variety of companies such as:

ABBOTT
ARVATO HEALTHCARE
BERLIN-CHEMIE
BIOCLINICA
BOEHRINGER INGELHEIM
BRISTOL-MYERS SQUIBB
CARELAND APOTHEKE
CELGENE
DELOITTE
EVONIK
FRAUNHOFER-INSTITUT
FRESENIUS KABI
GOETHE UNIVERSITY
HEALTHCARE RESEARCH WORLDWIDE
IQVIA
JANSSEN
LILLY
MAX-PLANCK-INSTITUTE
MERCK
MERZ
Mylan
NEURAXPHARM
NOVARTIS
OTSUKA
PFIZER
PHARMALEX
PIERRE FABRE
POHL-BOSKAMP
ROCHE
SANOFI
STADA

“To be part of the first cohort of the Pharma MBA at GBS felt like doing something extraordinary. I was excited to find a program especially designed for people working in the pharmaceutical industry. To meet experts from other companies with different job positions and to exchange views was one of the best experiences during the whole program. It facilitated thinking about new viewpoints and approaches for my current and future work. The program covered many relevant topics. Furthermore, GBS was always open for feedback to improve and develop an even better program. In addition, I really appreciated the Friday Talks giving deeper insights into companies’ perspectives.”

Nadja Thomas, Class of 2018
Networking with the pharma industry is an integral part of the Pharma MBA. For the extracurricular Friday Talk series, we regularly invite prominent guest speakers from various backgrounds to talk about current topics. In a fireside atmosphere, students have the opportunity to exchange views with experts, lectures and other GBS MBA students.

PHILIPP SCHULTE-NOELLE
Former CFO/CCO Fresenius Kabi
New CFO Ottobock SE & Co KGaA

“M&A AND FINANCING FOR FRESENIUS”

PROF. DR. KLAUS CHICHUTEK
President Paul-Ehrlich-Institut,
Federal Institute for Vaccines and Biomedicines, Germany

“DEVELOPMENT AND REGULATION OF VACCINES & BIOMEDICINES”

PROF. DR. JOCHEN MAAS
General Manager R&D Germany
Sanofi-Aventis Deutschland GmbH

“PERSONALIZED MEDICINE – HIP OR HYPE?”

PROF. DR. ALMUT WINTERSTEIN
Chair of the Department of Pharmaceutical Outcomes and Policy Effective College of Pharmacy, University of Florida

“RISK EVALUATION AND MITIGATION APPROACHES OF MARKETED DRUGS – REQUIREMENTS AND CHALLENGES”

DR. MICHAEL VON PONCET
Senior Director Global Medical Lead Cardiovascular Medicine
Janssen Global Services LLC

“IMPORTANCE OF COLLABORATIONS FOR PHARMACEUTICAL RESEARCH & DEVELOPMENT TODAY … AND TRANSFORMATIVE MEDICAL INNOVATIONS IN FUTURE”

DR. MARTIN WEISER
Director General (Hauptgeschäftsführer),
German Medicines Manufacturers’ Association (Bundesverband der Arzneimittel-Hersteller e.V.)

“BREXIT AND ITS CONSEQUENCES FOR THE PHARMACEUTICAL INDUSTRY”

JAMES BAKER
VP Marketing and Commercial Development
BioNTech AG

“INNOVATION. THE KEY TO INDIVIDUALIZED THERAPY”

The network you build with your fellow classmates, faculty and industry experts during the MBA program holds for a lifetime. As alumna/alumnus you will have the opportunity to stay connected with Goethe Business School and also remain part of the greater alumni networking community at Goethe University.