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.
"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 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
**KEY FACTS**

**AT A GLANCE**

**DEGREE**

"Master of Business Administration (MBA)" (90 CP) conferred by the AACSB-accredited Faculty of Economics and Business and the Faculty of Biochemistry, Chemistry and Pharmacy at Goethe University Frankfurt

**TARGET GROUP**

Ambitious professionals with at least two years of post-graduate work experience in the pharmaceutical industry or in related fields with very good oral and written English skills

**JOB-COMPATIBLE PART-TIME FORMAT**

The program is taught in English and 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) in semester 4. Each semester ends with a semester break.

**PROGRAM START & LOCATION**

The program starts annually in October and takes place on Campus Westend, Goethe University, Frankfurt am Main

**CLASS STATISTIC**

**CLASS SIZE: Ø 21 STUDENTS**

**AGE: 23 – 51 YEARS**

**WORK EXPERIENCE: 2 – 21 YEARS**

**WOMEN: Ø 40%**

**INTERNATIONAL STUDENTS: Ø 28%**

* The statistics are based on the accumulated averages of the Pharma MBA cohorts 2016 to 2020

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

<table>
<thead>
<tr>
<th>CURRICULUM</th>
<th>SEMESTER</th>
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<tbody>
<tr>
<td>PROGRAM ORIENTATION</td>
<td>OCTOBER</td>
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</table>

**FOUNDATION COURSES**

- 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.

<table>
<thead>
<tr>
<th>MANAGERIAL ACCOUNTING &amp; CONTROLLING</th>
<th>SEM. 1</th>
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<tbody>
<tr>
<td>ORGANIZATIONAL BEHAVIOR</td>
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<td>CORPORATE FINANCE</td>
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<td>STRATEGIC MANAGEMENT &amp; CORPORATE DEVELOPMENT</td>
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<tr>
<th>INNOVATION MANAGEMENT &amp; PRICING</th>
<th>SEM. 2</th>
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<tr>
<td>HIGH PERFORMANCE TEAMS</td>
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<td>FOUNDATIONS OF PATENT &amp; PHARMACEUTICAL LAW</td>
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<tr>
<td>PHARMACEUTICAL VALUE CHAIN</td>
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</table>

**SUMMER SUMMIT - DIGITAL TRANSFORMATION IN PHARMA**

**SPECIALIZATION COURSES**

- 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.

<table>
<thead>
<tr>
<th>RESEARCH, DEVELOPMENT &amp; MEDICAL AFFAIRS</th>
<th>SEM. 3</th>
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<tbody>
<tr>
<td>PRODUCTION &amp; QUALITY MANAGEMENT</td>
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<tr>
<td>PHARMACOVIGILANCE &amp; REGULATORY AFFAIRS</td>
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<tr>
<td>MARKETING &amp; SALES</td>
<td></td>
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<tr>
<td>MARKET ACCESS &amp; HEALTH ECONOMICS</td>
<td></td>
</tr>
<tr>
<td>INTRAPRENEURSHIP &amp; BUSINESS PLANNING</td>
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</table>

**MASTER THESIS**

- 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.

<table>
<thead>
<tr>
<th>SCIENTIFIC METHODS FOR RESEARCH &amp; WRITING</th>
<th>SEM. 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>MASTER THESIS</td>
<td></td>
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</table>

Subject to change - Version of September 2020
At GBS, the high quality of the faculty is of utmost 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
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.

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 first 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.
**MY EXPERIENCE FROM THE PREVIOUS 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.

**MY EXPERIENCE FROM WRITING A MASTER THESIS**

“My master thesis about ‘Trust between Artificial Intelligence and Human Being in the pharmaceutical business context of Field Force and AI-supported CRM solutions‘ was a great opportunity to learn about the scientific approach to Trust, new technology and the Marketing & Sales domain within the company. I learned to apply the knowledge that I gained from the program lectures to an analysis of a highly relevant topic for the pharmaceutical industry. It is a challenge to balance a full-time job, private life and a master thesis at the same time, but with a well-planned time management, a great working group and helpful fellow students, this challenge is definitely manageable.”

**CONTENT OF MY MASTER THESIS**

Artificial Intelligence has become a significant player in pharma. Businesses now have to establish a cooperation between humans and AI in new AI-based technology. Thus, AI becomes a new teammate. An essential hurdle is the formation and maintenance of trust between Human Beings and AI. If trust adoption and actual usage is impossible, AI projects are likely to struggle. As part of the Pharma MBA program, the master thesis focuses on the research question: “Which factors influence trust between AI and Human Beings?” and “How can trust between AI and Human Beings be established or how can it improve?”. The analyzed factors in the thesis are applied to two project examples where AI-based suggestions in CRM software are introduced to support the Field Force of Marketing and Sales.
STUDENTS OF THE PHARMA MBA WORK FOR A VARIETY OF ORGANIZATIONS SUCH AS:

ABBOTT
ABBVIE
ALLERGAN
ARVATO HEALTHCARE
BAYER
BERLIN-CHEMIE
BIOCLINICA
BIOTEST
BOEHINGER INGELHEIM
BRISTOL-MYERS SQUIBB
CELGENE
CLS BEHRING
DAIICHI SANKYO
DELOITTE CONSULTING
ELANCO
EVONIK NUTRITION & CARE
FRAUNHOFER SOCIETY
FRESENIUS KABI
FRESENIUS MEDICAL CARE
G. POHL-BOSKAMP
HÖLZEL DIAGNOSTIKA
HWI GROUP
INSIGHT HEALTH
IQVIA
JANSSEN-CILAG
KREWEL MEUSELBACH
LABORATOIRES PIERRE FABRE
LILLY
MAX PLANCK SOCIETY
MEDA PHARMA
MERCK
MERZ PHARMA
MYLAN
NEURAXPHARM
NOVARTIS PHARMA
OTSUKA NOVEL PRODUCTS
PFIZER
PHARM ALLERGAN
PHARMALEX
POHL BOSKAMP
ROCHE
SANDOZ
SANOFI-AVENTIS
STADA
THERMO FISHER
UCB BIOSCIENCES

“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

“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
FOSTERING COMMUNITY AFTER GRADUATION

Joining Goethe Business School means more than just completing a degree. With a diverse, international network of alumni and regular events, students will have many possibilities to connect to fellow graduates and other community members after graduation.

The GBS alumni community, with more than 600 professionals from many different fields and experience levels, will help graduates to expand their personal and professional network. An online community tool keeps alumni connected so that graduates can stay in touch on campus, in Frankfurt, and beyond!

Learning does not end after graduation. GBS offers the alumni community the opportunity to continue learning through conferences or evening events with leaders from various sectors. Alumni can also join current courses in the degree programs and attend workshops to keep skills up-to-date with unique offers tailored to the GBS community of professional learners.

“Upon graduation many students are pulled away from GBS as life leads you in different directions. The relationships made during your time at GBS supported you during your studies, and, if you allow, will continue to do so long into the future. I keep in touch with many of my classmates and visit campus frequently, allowing for the sharing of thoughts with current students, alumni and faculty. These relationships, if nurtured, can and will develop into long lasting friendships. As alumni of GBS we share the responsibility in building the community we want to be a part of. I look forward to working on this together with my fellow alumni.”

Andrew Lucas, GBS Alumni Council
Networking is an integral part of our MBA experience at Goethe Business School. We regularly invite prominent guest speakers from various backgrounds to talk about current topics affecting the pharma industry. While chatting with the experts in an intimate setting, students and alumni gain unique insights and expand their horizon.

“Herbal medicines – more modern than ever”

Prof. Dr. Michael Popp
CEO, Bionorica

“European policy challenges 2020 and beyond”

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

“Herbal medicines – more modern than ever”

Xavier Hormaechea
Head of EU Corporate Affairs, UCB

“The pandemic and the health industry”

Dr. Christoph Bug
Country Medical Lead 2020, Member of the Board, Janssen Germany

“BREXIT and its consequences for the pharmaceutical industry”

Klaus Falk
Managing Director, Roche Pharma

“Gene Therapy – Beyond today’s avenues”

Prof. Dr. Klaus Dichevsek
President Paul-Ehrlich-Institut, Federal Institute for Vaccines and Biomedicines Germany

“SAMSUNG Bioepis – from startup to a leading biopharmaceutical company”

Prof. Dr. Michael Popp
CEO, Bionorica

“Disease interception – Paradigm shift in health care – Stop diseases before they occur”

Prof. Dr. Albert Winterstein
Chair of the Department of Pharmaceutical Outcomes and Policy Effectiveness, College of Pharmacy, University of Florida, Special Government Employee, FDA

“M&A and financing for Fresenius”

Dr. Andreas Kress
Head Market Access, Public Affairs and Hospital Key Account Management, Novartis

“Development and regulation of vaccines & biomedicines”

Prof. Dr. Hagen Pfundner
Managing Director, Roche Pharma

“Risk Evaluation and mitigation approaches of marketed drugs – requirements and challenges”

Philipp Schulte-Noeßle
Former CFO/CCO, Fresenius Kabi; Now Counsellor Pharma & Healthcare

“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
WORKSHOPS

An alternating range of optional extra-curricular personal development and skills workshops enhances the academic curriculum and is designed to maximize your own potential to make an impact on your career.

PRODUCT DESIGN SPRINT
Airbnb changed the way people travel, Netflix changed the way people entertain themselves, Slack changed the way people communicate at work. This workshop will guide you through the process of designing a tech product from scratch, taking you from understanding a user’s pain to drafting a solution and finally building an interactive mock-up. You will also become familiar with design workflows, enabling you to collaborate more efficiently with designers and developers.

NEGOTIATIONS
Professionals will be confronted with negotiations throughout their careers. This workshop prepares you for negotiations and conflict resolutions by applying state-of-the-art theories and strategic solutions. Practice concepts in simulations with your peers and learn from real-life examples to reach a win-win outcome.

STAGE RULES
Stages are everywhere. Plenty of addresses and speeches are given, both in professional and personal circumstances. People in senior positions often have to make public appearances, which can have a lasting effect on the image of the company they represent. This workshop provides you with firsthand insights on stage rules along with tips and tricks on how to feel secure and enjoy the spotlight.

INTERCULTURAL COMPETENCE
In a globally connected world, it is becoming increasingly important for managers and team leaders to manage teams in an intercultural context. This workshop will build a toolbox of skills to help you recognize, analyze and effectively manage intercultural situations, and help build awareness around the unconscious influence culture can have in everyday interactions.

DESIGN THINKING
Use your creative talent to develop product and service solutions that cater to the need of your industry specific users. This workshop will give you the creative confidence to develop concrete digital business models in an intense interaction and with an effective learning curve.

AGILE WORKING METHOD
Have you ever wondered how to bring together people, technology, and processes to work efficiently together on a common goal? The aim of this workshop is the practical and hands-on teaching of agile work. You will understand the way agile works for individuals, teams and organizations and experience the difference between theory and entrepreneurial practice. Furthermore, you will learn in which settings you can best use agile working methods like Scrum and OKR.

SUMMER SUMMIT – DIGITAL TRANSFORMATION IN PHARMA
Digital transformation is playing an increasingly important role in the healthcare industry. The annual Summer Summit, organized by the House of Pharma & Healthcare and GBS, enhances the curriculum of the Pharma MBA and sheds light on the challenges and opportunities of digital transformation.

“The entire program is a great networking opportunity! Next to the people in class, lecturers, guest speakers, workshops, and Friday Talks, the program brings together bright people from all across the pharmaceutical industry. Another advantage of this MBA is the specialization in Pharma from a content perspective. Furthermore, the content is constantly evolving and specifically enriched with new topics such as digital transformation, digital health therapeutics, and design thinking amongst others, that are either covered in class or in additional workshops.”

Dr. René Fürtig, Class of 2020
FINANCING

TUITION, DEADLINES AND DISCOUNTS

<table>
<thead>
<tr>
<th>APPLICATION DEADLINE</th>
<th>TUITION DISCOUNT</th>
<th>TUITION PAYABLE</th>
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<tbody>
<tr>
<td>March 1, 2021</td>
<td>EUR 5,250</td>
<td>EUR 29,750</td>
</tr>
<tr>
<td>May 3, 2021</td>
<td>EUR 3,500</td>
<td>EUR 31,500</td>
</tr>
<tr>
<td>June 14, 2021</td>
<td>EUR 35,000</td>
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* Students from the House of Pharma & Healthcare member companies or companies of the program advisory board are eligible for corporate discounts.

Tuition covers university semester fees for four semesters including the semester ticket. Upon accepting an offer of admission, applicants are asked to remit a non-refundable tuition deposit of EUR 1,000.

INSTALLMENTS

The tuition (less the non-refundable tuition deposit) is payable in three installments:

- EUR 14,000 October 1, 2021
- EUR 10,000 April 1, 2022
- EUR 10,000* October 1, 2022

* The last installment is subject to reduction of the respective early bird discount and scholarships

"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

SCHOLARSHIPS

GBS Women+ in Business Scholarship
The GBS Women+ in Business Scholarship aims to support self-funded women and non-gender conforming applicants. We look forward to supporting talented, dedicated individuals who are proactive about bettering the position of women+ within their chosen industries.

GBS Thought Leader Scholarship
The GBS Thought Leader Scholarship provides financial support for outstanding candidates who demonstrate significant impact or engagement within their focus industry. Candidates who can demonstrate leadership in initiating innovative projects in their workplace, actively engage in professional associations, or engage themselves in unique ways to promote the advancement of their industry can be sponsored.

GBS Scholarships are awarded in the amount of EUR 5,000

Visit our website for more information about the scholarship application process and deadlines: https://www.goethe-business-school.de/financing
YOUR PROFILE

We welcome applications from professionals who are preparing for their next career step. As a minimum eligibility requirement for admissions, we expect you to have:

- Bachelor’s degree (180 ECTS CP) or equivalent
- Proficiency in written and spoken English (B2 CEFR Level)
- Two years of post-degree professional work experience

ADMISSIONS PROCESS

To apply, you must submit a complete application portfolio to the Office of Admissions directly via our Online Application Portal. We encourage you to speak with an admissions advisor before starting your application as well as to visit our admissions webpage at: https://www.goethe-business-school.de/admissions-mpba

A complete application portfolio consists of the following documents:

- Application form
- Current resume
- Professional recommendation form
- Confirmation of post-undergraduate work experience
- Essay of motivation
- Proof of English proficiency at the B2 CEFR level (min. TOEFL-iBT score is 72; min. IELTS is 5.0)
- Official diploma, university transcript and diploma supplement (if available)
  Only notarized copies will be accepted and must be submitted personally or via registered mail to:

  Goethe Business School
  Office of Admissions
  Eschersheimer Landstraße 121
  60322 Frankfurt am Main

INFORMATION SESSIONS

Attend one of our information sessions on campus to learn first-hand about the program as well as to personally meet and speak with program administrators and faculty. You can register at: https://www.goethe-business-school.de/info

OUR RECRUITING & ADMISSIONS TEAM

Elisabeth Takkenberg  Meike Pizzini  Jacqueline Schmitz

recruiting@gbs.uni-frankfurt.de  Phone: +49 69 798 33501
PHARMA MBA

DISCOVER US AT
WWW.GOETHE-BUSINESS-SCHOOL.DE
WWW.HOUSEOFPHARMA.DE
WWW.PHARMA-MBA.DE

INFORMATION SESSIONS
Find out more and register online for an information session at www.goethe-business-school.de/info

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jansen@gbs.uni-frankfurt.de

Dr. Otto Quintus Russe
Managing Director,
House of Pharma & Healthcare
russe@houseofpharma.de

INITIATORS

Goethe Business School is one of the most progressive providers of executive development formats in Germany. As a subsidiary of Goethe University, the business school develops focused master programs and forward-looking training concepts for executives and young professionals based on the combination of insights of leading academics and experienced practitioners.

The House of Pharma & Healthcare is a network of public-private partnerships connecting various interests along the pharmaceutical value chain to develop solutions to the challenges of the healthcare system. Accordingly, it integrates business, science and politics as well as patient organizations, doctors, pharmacists and health insurances.