

UniReport



Legally not binding informal translation of the first amendment/Änderungssatzung of the Master of Pharma Business Administration Program Regulations

Regulations of the Departments of Economics and Biochemistry, Chemistry and Pharmacy of Johann Wolfgang Goethe University for the Continuing Education Program "Master of Pharma Business Administration" with the Degree "Master of Business Administration (MBA)" dated June 20, 2016 as amended on March 2, 2017.

[Here](#): First amendment

Approved by the Presidium of the University at the meeting of August 24, 2021

Based on §§ 20, 44 para. 1 No. 1 Hessian University Act in the version of December 14, 2009, last amended by law on June 24, 2020, the departmental councils of the Department of Economics and Biochemistry, Chemistry and Pharmacy of the Johann Wolfgang Goethe University Frankfurt am Main have decided on June 14, 2021, the following amendment to the regulations for the continuing education program "Master of Pharma Business Administration" with the degree "Master of Business Administration" of June 20, 2016, as amended on March 2, 2017. This amendment was approved by the Presidential Board of Johann Wolfgang Goethe University in accordance with Section 37 (5) of the Hessian Higher Education Act on August 24, 2021. It is hereby announced.

Article I

Amendment

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1. In § 9 paragraph 5, the study structure is reworded as follows:

	Compulsory (PF)/ Elective (WP)	Credit points (CP)
Basic phase		25
Managerial Accounting & Controlling	PF	5
Corporate Finance	PF	5
Strategic Management & Corporate Development	PF	5
Organizational Behavior	PF	5
Ethics in Business	PF	5
Consolidation phase		20
Innovation Management & Pricing	PF	5
High Performance Teams	PF	5
Foundations of Patent & Pharmaceutical Law	PF	5
Pharmaceutical Value Chain	PF	5
Specialization phase		20
Elective module 1	WP	5
Elective module 2	WP	5
Elective module 3	WP	5
Elective module 4	WP	5
Closing phase		25
Seminar "Scientific Methods for Research & Writing	PF	5
Master thesis	PF	20
Total		90

2. Appendix 2: Exemplary Plan of Study is revised to read as follows:

Subject Semester	Event title	Organizer - Form1	Duration (SWS)	Duration (CP)	Acronym
	Basic phase				
1.	Managerial Accounting & Controlling	V, Ü	2	5	MACC
1.	Corporate Finance	V, Ü	2	5	COFI
1.	Strategic Management & Corporate Development	V, Ü	2	5	SMCD
1.	Organizational Behavior	V, Ü	2	5	ORBE
1./2.	Ethics in Business (Part 1 or Part 2)	V	2	5	ETBU
	Total SWS or CP		10	25	
	Consolidation phase				
2.	Innovation Management & Pricing	V, Ü	2	5	INMP
2.	High Performance Teams	V, Ü	2	5	HPTE
2.	Foundations of Patent & Pharmaceutical Law	V, Ü	2	5	FPPL
2.	Pharmaceutical Value Chain	V, Ü	2	5	PHVC
	Total SWS or CP		8	20	
	Specialization phase				
3.	Elective module 1	V, Ü	2	5	WP1
3.	Elective module 2	V, Ü	2	5	WP2
3.	Elective module 3	V, Ü	2	5	WP3
3.	Elective module 4	V, Ü	2	5	WP4
	Total SWS or CP		8	20	
	Closing phase				
3./4.	Seminar "Scientific Methods for Research & Writing" (Part 1 and Part 2 respectively)	S	2	5	SMRW
4.	Master thesis		-	20	MA
	Total SWS or CP		2	25	
	Total 1st-4th sem.		28	90	

¹ Abbreviations used: S = seminar; Ü = exercise; V = lecture.

3. Appendix 3: Module Descriptions is amended as follows:

a) The module: Ethics in Business (ETBU) is newly added and receives the following module description:

Module name: Ethics in Business (ETBU)	
Type of module: Mandatory module basic phase (5 CP)	
1. Contents:	
	<p>The module provides basic knowledge in the area of ethical values in an increasingly digital business world and society characterized by technological progress.</p> <p>Part 1 discusses fundamental ethical value concepts and their applicability in digital areas. In particular, a distinction is made between intrinsic and extrinsic values and their significance for innovations is elaborated. In particular, it will be discussed how ethical ways of thinking can be integrated into product/system development through ethical system development according to Spiekermann. In addition, specific cases in the area of project planning are discussed, which affect ethical decisions in the area of security, integrity and data protection.</p> <p>In part 2, ethical issues in the field of pharmaceutical management will also be discussed. For this purpose, the students will work on certain selected topics and prepare them accordingly for a presentation followed by a group discussion.</p>
2. Learning Outcomes/Competency Objectives:	
	<ul style="list-style-type: none"> • Upon completion of this course, students will be able to: • Identify and evaluate ethical values and conflict potential in various business scenarios and real-world cases; • ethically guide digital strategies and product development using the Ethical System Development Life Cycle (E- SDLC), and the students will • know the meaning and areas of application of diversity management.
3. Participation requirements:	
	None
4. Possible forms of teaching and learning:	
	Lecture
5. Course Credits:	
	Prerequisite for admission to the module examination may be the submission of ungraded performance records (short written papers or short presentations or the completion of exercises). If the module examination is made up of two partial performances, no ungraded performance records need to be submitted.
6. Module Exam:	
	Form/Duration
Module final examination consisting of:	Term paper (10-15 pages) or presentation (approx. 15 minutes), each in Part 2, or term paper (max. 7 pages) in Part 1 and presentation (approx. 10 minutes) in Part 2 of the module.
7. Module Grade:	
	If the module examination consists of a term paper and a presentation, the module grade will be made up of 50% term paper and 50% presentation.

- b) The module description for the module: Strategic Management & Corporate Development (SMCD) is revised as follows:

Module name: Strategic Management & Corporate Development (SMCD)	
Type of module: Mandatory module basic phase (5 CP)	
1. Contents:	
	<p>This module introduces concepts of strategic analysis and strategy development. Starting from the basic concept of strategy and the definition and role of corporate strategy, different instruments of strategic analysis are addressed. Among others, the following topics will be covered:</p> <ul style="list-style-type: none"> • Corporate goals and vision • Industry Analysis • Capability and resource analysis • Cost leadership • Internal vs. external growth through strategic alliances, and mergers & acquisitions • Implementation of Corporate strategies at consideration the pharmaceutical value chain
2. Learning Outcomes/Competency Objectives:	
	<p>The module provides a common foundation for students in strategy. Students</p> <ul style="list-style-type: none"> • are familiarized with basic methods, models and results of strategy research; • learn to understand the basic principles and tools of strategic management; • acquire in-depth knowledge in the area of strategy formulation and implementation against the backdrop of responsibly oriented corporate management; • are put in a position to develop a corporate strategy
3. Participation requirements:	
	None
4. Possible forms of teaching and learning:	
	Lecture and exercise.
5. Course Credits:	
	Prerequisite for admission to the module examination may be the submission of ungraded performance records (short written papers or short presentations or the completion of exercises). If the module examination consists of two partial performances, no ungraded performance records need to be submitted.
6. Module Exam:	
The format of the module final examination is determined by the course director at the beginning of the course.	
Module final examination consisting	Presentation (approx. 15 minutes) or term paper (10-15 pages) or written exam (60 minutes) and term paper (max. 7 pages).
7. Module Grade:	
	If the module examination consists of a written exam and a term paper, the module grade is calculated from 50% written exam and 50% term paper.

c) The module description for the module: Organizational Behavior (ORBE) is revised as follows:

Module Name: Organizational Behavior (ORBE)	
Type of module: Mandatory module basic phase (5 CP)	
1. Contents:	
	The module is divided into several parts: the employee as a basic building block of economic organizations, behavior in organizations, especially in the pharmaceutical industry, and the importance of motivation. Starting from the employee as a basic building block of organizations, the individual differences between employees are considered in relation to work context and work motivation. From this, requirements for appropriate employee motivation and work design in the specific organizational context are elaborated. At the individual level, the question is how managers make optimal decisions that are fraught with risk and based on incomplete information. At the group level, the focus is on employee leadership, the successful management of teams, and the role of social norms and "peer effects" in the workplace. Finally, at the organizational level, topics such as change and culture will be addressed. The module is taught with the inclusion of all ethically relevant aspects of the course content and with particular emphasis on consideration of the application of appropriate ethically acceptable courses of action in the practical implementation of what is learned.
2. Learning Outcomes/Competency Objectives:	
	In the module "Organizational Behavior", the most important basics in the field of organization and Staff summarized. The aim is to provide students <ul style="list-style-type: none"> Identify the essential elements of the motivation problem and its solution. Communicate key management concepts and how they relate to organizational behavior In addition, students should Develop the ability to apply management concepts in various organizational contexts. learn to analyze decision-making problems in companies and labor relations learn to structure typical management problems and design possible strategies to solve them. A framework will be developed collaboratively to help students uncover typical pitfalls and develop strategies for making better decisions.
3. Participation requirements:	
	None
4. Possible forms of teaching and learning:	
	Lecture and exercise.
5. Course Credits:	
	Prerequisite for admission to the module examination may be the submission of ungraded performance records (short written papers or short presentations or the completion of exercises). If the module examination consists of two partial performances, no ungraded performance records need to be submitted.
6. Module Exam:	
The format of the module final examination is determined by the course director at the beginning of the course.	
Module final examination consisting	Written exam (90 minutes) or term paper (10-15 pages) or written exam (60 minutes) and term paper (max. 7 pages).
7. Module Grade:	
	If the module examination consists of a written exam and a term paper, the module grade is calculated from 50% written exam and 50% term paper.

d) The module description for the module: Corporate Finance (COFI) is revised as follows:

Module name: Corporate Finance (COFI)	
Type of module: Mandatory module basic phase (5 CP)	
1. Contents:	
	<p>This module discusses institutional and methodological aspects that are essential for understanding advanced problems in the field of corporate finance are required. Participants will become familiar with the basic concepts of evaluating investments and financing of pharmaceutical companies. A basic understanding of interest rate, risk, diversification, market equilibrium price and capital structure trade-offs according to modern finance theory will be provided. These are in particular</p> <ul style="list-style-type: none"> • Financial instruments: debt, equity, convertible, leasing • Financial strategies: leverage, payout policy • NPV (net present value), including the value of tax shields. • Valuation under uncertainty (WACC, CAPM), real options <p>The module is taught with the inclusion of all ethically relevant aspects of the course content and with a special focus on the application of ethically justifiable options for action in the practical implementation of what has been learned.</p>
2. Learning Outcomes/Competency Objectives:	
	<p>The students</p> <ul style="list-style-type: none"> • receive an overview of modern financial market theory; • will be equipped with the main conceptual tools in the field of finance necessary for understanding problems of corporate finance and valuation; • acquire competences for the development of solution concepts for exercise tasks within the framework of the exercise.
3. Participation requirements:	
	None
4. Possible forms of teaching and learning:	
	Lecture and exercise.
5. Course Credits:	
	The prerequisite for admission to the module examination may be the submission of ungraded performance records (short written papers or short presentations or the completion of exercises for the tutorial. If the module examination consists of two partial performances, no ungraded performance records need to be submitted.
6. Module Exam:	
The format of the module final examination is determined by the course director at the beginning of the course.	
Module final examination consisting	Written exam (90 minutes) or term paper (10-15 pages) or written exam (60 minutes) and term paper (max. 7 pages).
7. Module Grade:	
	If the module examination consists of a written exam and a term paper, the module grade is calculated from 50% written exam and 50% term paper.

- e) The module description for the module: Managerial Accounting & Controlling (MACC) is revised as follows:

Module name: Managerial Accounting & Controlling (MACC)	
Type of module: Mandatory module basic phase (5 CP)	
1. Contents:	
	<ul style="list-style-type: none"> • Discussion of various concepts of cost accounting relevant to the IT sector. • Application of information in various controlling instruments, including budgeting, break-even analysis, transfer prices • Identification and use of decision-supporting information Identification and use of decision-influencing information in the context of performance measures and key performance indicators.
2. Learning Outcomes/Competency Objectives:	
	<p>Students learn</p> <ul style="list-style-type: none"> • Apply cost accounting methods and estimate the value of information; • Use cost information to make operational and strategic decisions; • To understand areas of responsibility as organizational units for outcome controls; • Select the right financial metrics (e.g. ROCE, EVA) either in isolation or in combination with other, non-financial indicators (e.g. balanced scorecard, corporate social responsibility metrics); • Implement performance measures in employee compensation to induce action congruent with corporate goals. <p>In addition, students acquire skills in the development of solution concepts for exercises and learn to present them in English.</p>
3. Participation requirements:	
	None
4. Possible forms of teaching and learning:	
	Lecture and exercise.
5. Course Credits:	
	Prerequisite for admission to the module examination may be the submission of ungraded performance records (short written papers or short presentations or the completion of exercises). If the module examination consists of two partial performances, no ungraded performance records need to be submitted.
6. Module Exam:	
The format of the module final examination is determined by the course director at the beginning of the course.	
Module final examination consisting	Written exam (90 minutes) or term paper (10-15 pages) or written exam (60 minutes) and term paper (max. 7 pages).
7. Module Grade:	
	If the module examination consists of a written exam and a term paper, the module grade is calculated from 50% written exam and 50% term paper.

- f) The module description for the module: Seminar Scientific Methods for Research & Writing (SMRW) is revised as follows:

Module name: Seminar Scientific Methods for Research & Writing (SMRW)	
Type of module: Mandatory module Final phase (5 CP)	
1. Contents:	
	<p>The module offers students an introduction to scientific work (literature search, use of literature in their own work, etc.) in an interdisciplinary management and pharmaceutical-specific context. Current research topics from the field of management in the pharmaceutical industry are discussed and elaborated. The development of scientific papers is the main focus. In particular, appropriate research designs for empirical work are discussed. The module therefore offers ideal preparation for master's theses.</p> <p>After the introduction to scientific work (part 1), the students have to present the results of their scientific work (part 2).</p>
2. Learning Outcomes/Competency Objectives:	
	<p>The core objectives are in the following areas:</p> <ul style="list-style-type: none"> • Students learn to work scientifically, incorporating both management- and pharmacy-specific content of a topic. • Students understand how scientific work is constructed in an interdisciplinary context. • Students understand how master's theses should be structured against the backdrop of incorporating practical management and pharmaceutical business aspects.
3. Participation requirements:	
	<p>Participation in the module requires the successful completion of the module examinations of the compulsory modules of the first two semesters recommended according to the study plan (Annex 2). In particularly justified exceptional cases, a deviating regulation can be requested from the examination board upon application by the student.</p>
4. Possible forms of teaching and learning:	
	Seminar
5. Course Credits:	
	Prerequisite for admission to the module examination is regular participation (proof of attendance).
6. Module Exam:	
Module final examination consisting	Presentation (approx. 15 minutes)
7. Module Grade:	
	The evaluation is done with "pass" or "fail".

Article II

Entry into force

- (1) This amendment comes into force on the day after its publication in the UniReport Statutes and Regulations of the Johann Wolfgang Goethe University Frankfurt am Main. It applies for the first time as of the winter semester 2021/2022 and only to students who have taken up their Master's studies as of this date.
- (2) Students who commenced their studies in the Master of Pharma Business Administration program prior to the winter semester 2021/2022 may complete their studies in accordance with the examination regulations Master of Pharma Business Administration as amended on March 2, 2017 until the summer semester 2023.

Frankfurt am Main, 07.09.2021

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