PART-TIME
MASTER OF
PHARMA
BUSINESS
ADMINISTRATION
MBA

HEALTH ECONOMICS
DIGITAL TRANSFORMATION

STRATEGIC MANAGEMENT
PHARMACEUTICAL LAW

CORPORATE FINANCE
REGULATORY AFFAIRS

MARKET ACCESS
PRODUCTION

QUALITY CONTROL
RESEARCH & DEVELOPMENT

LEADERSHIP
INNOVATION MANAGEMENT

MARKETING
PHARMACOVIGILANCE

MEDICAL AFFAIRS
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
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 20 STUDENTS
- **AGE:** Ø 34 YEARS
- **WORK EXPERIENCE:** Ø 7 YEARS
- **WOMEN:** Ø 39%
- **INTERNATIONAL STUDENTS:** Ø 34%

*The statistics are based on the accumulated averages of the Pharma MBA cohorts 2016-2022*

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“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.

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<td>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.</td>
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<td><strong>SPECIALIZATION COURSES</strong></td>
<td>Pharma-specific business knowledge along the pharmaceutical value chain: Students 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.</td>
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<td>SEMINAR „SCIENTIFIC METHODS FOR RESEARCH &amp; WRITING“ (PART I)</td>
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<td><strong>MASTER THESIS</strong></td>
<td>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.</td>
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Subject to change - Version of November 2022
MANAGERIAL ACCOUNTING & CONTROLLING
Generating and using accounting information and, in particular, information about costs, is the focus of this course. Students not only learn different methods to allocate overhead to products and services that are especially relevant for the pharmaceutical industry. They also learn how to use the generated information for planning, control, and strategic decisions and get insights into how this information is employed for performance evaluation purposes.

CORPORATE FINANCE
Starting with a detailed discussion of methods to evaluate the economic benefit of investment projects, students are introduced to established capital budgeting rules. They gain an understanding of economic principles underlying the evaluation of safe and risky cash flows and learn to evaluate the present value of risky pharma investment projects. Further topics discussed are the role of capital structure and its effect on valuation and incentives within pharma companies.

ETHICS IN BUSINESS
Known as the “theory of right and wrong” and dating back to the ancient Greek philosophers, ethics seems like a dinosaur in a modern city when scientifically compared to digital business and data science. This course outlines why ethics are more important than ever, particularly in digitalized societies with a multitude of sociotechnical systems. After a crash course on general ethics, students learn to apply ethical concepts to practical cases and issues including ethical information systems design, GDPR, algorithmic biases, digital discrimination and many more.

INNOVATION MANAGEMENT & PRICING
This course focuses on the basics of innovation management and pricing. It connects the concepts of value creation for the consumer (i.e., through identifying opportunities to innovate and ensure launch and successful monetization of the innovation in the market) and value extraction for the company (i.e., through successful pricing strategies and analysis of pricing implementation issues) of new products and services. Across a set of frameworks and tools, students will learn how to effectively manage these processes.

HIGH PERFORMANCE TEAMS
This highly interactive course gives students a fresh perspective on team development and how to reach both an individual and collective peak performance. Students learn about the components that make up the true identity of an individual and how this identity influences communication, decision-making and performance. Newest findings from neuroscience are explained in a practical way and help to increase students’ self-regulation as a key driver of high performance.

FOUNDATIONS OF PATENT & PHARMACEUTICAL LAW
Exploring different kinds of intellectual property rights and understanding the basic requirements for patentability is the entry to the two-part course. Students analyze different methods to exploit and enforce patents and learn about IP strategies, including licensing. Part two teaches students regulation basics of medicinal products in Germany and Europe and provides a deep-dive in the legal framework for clinical trials with medicinal products, for the promotion of medicinal products and for the cooperation between the pharmaceutical industry and HCPs.

PRODUCTION & QUALITY MANAGEMENT
In the first part of the two-part course, students are familiarized with the key elements and concepts of pharmaceutical manufacturing. This includes key aspects of supporting functions such as quality, engineering, HSE, supply chain management, logistics, finance and projects. The second part of the course introduces major aspects of daily work in Quality Control (QC) / Quality Assurance (QA) organizations. Students learn to understand the requirements resulting from medicine acts and global guidelines along the pharmaceutical product life cycle.

STRATEGIC MANAGEMENT & CORPORATE DEVELOPMENT
Students learn how to design an appropriate strategy and to manage corporate development projects. They will be equipped with an integrated set of procedures and tools to perform a strategic analysis of both the external environment and the internal resources and capabilities of their company. Students will be able to identify possible strategic moves to improve a company’s competitive position and to select the most promising ones. In addition, they will explore various modes of corporate development like M&A or Strategic Alliances and Scientific Due Diligence.

CORPORATE FINANCE

REGULATORY AFFAIRS & PHARMACOVIGILANCE
Considering the multiple stakeholders contributing to the pharmaceutical value chain, Regulatory Affairs & Pharmacovigilance activities are key essentials within healthcare industries to ensure compliance with international and national standards. The interactive concept of this course enables students to familiarize themselves with RA & PV challenges through business cases, experiential exercises, and real-life examples. Students will be able to balance business needs towards driving decision-making processes influenced by regulations and authorities.

MARKETING & SALES
This course addresses the basic concepts, terminology and methods necessary to successfully market and sell pharmaceutical products in the 21st century: Strategic Planning, New Product Launch, Brand Planning, Branding, Positioning, Messaging, Segmentation, Targeting, Multi-Channel-Management, Sales Force Effectiveness, and Customer Relationship Management. Roles and relevance of various stakeholders in the “Pill Journey” are discussed and the tools and systems to target, execute and monitor sales are introduced.

MARKET ACCESS & HEALTH ECONOMICS
To achieve brand success, pharma companies must understand the needs of key stakeholders and how they interact with each other and assess value. The development, monitoring and discussion of market access strategies taking into account stakeholders’ decision-making framework is the focus of this course. In an interactive format, Market Access regulations, tools and strategies are introduced. Students explore core principles of pricing, negotiations, Evidence-Based Medicine, Health Technology Assessment, Clinical Trials Methodology and Statistics, Clinical Epidemiology and Health Economics.

INTRAPRENEURSHIP & BUSINESS PLANNING
What does it take to be an intrapreneur? How can I form an idea/technology into a sound business concept or plan? The ability to identify opportunities and to systematically develop them into business concepts are necessary foundations for a creative and analytical problem-solving process. In a highly interactive and experiential learning-based setting, students have the opportunity to develop business ideas and to learn what it takes to develop a successful business concept in a “real life” scenario.

ORGANIZATIONAL BEHAVIOR
This course attempts to build an understanding and skill in leading and managing people and organizations. This is done by (1) raising students’ awareness of the centrality of organizational behavior for organizational functioning and effectiveness; (2) showing how an understanding of human behavior via the disciplinary bases of psychology, sociology and anthropology profoundly deepens our analysis of organizations, and (3) demonstrating the core value of an understanding of organizational behavior to a manager’s ability to achieve organizational goals.

PHARMACEUTICAL VALUE CHAIN
A comprehensive overview of the lifecycle of a medical product is essential to understanding how a pharma company operates. This course introduces students to the entire pharmaceutical value chain of medicinal products, i.e. from Research & Development, Manufacturing & Production, Quality Assurance & Control, Regulatory Affairs & Pharmacovigilance, Marketing & Sales to Health Policy, Market Access & Reimbursement. The different topics addressed give an orientation for the choice of electives in semester 3 of the program, where selected aspects are dealt with in more detail.

RESEARCH, DEVELOPMENT & MEDICAL AFFAIRS
Sustainable growth and profitability of pharma companies rely on their ability to constantly innovate. However, pharma R&D is a complex, interdisciplinary, highly regulated, expensive and lengthy process associated with a high risk of failure. Also, the stakeholder environment at the interface of science and business, targeted by Medical Affairs, is continuously changing. This course explains what it takes to generate, prepare and launch innovations in pharma. Students learn to understand the risks and challenges in RDMA and to develop mitigation strategies – with a special focus on novel drug types, personalized medicine, digital technologies and big data approaches as well as on the Medical Value Model and on interdisciplinary launch planning.
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 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 of the Pharma MBA work for a variety of organizations such as:

ABBOTT
ABBVIE
ACCENTURE
ALLERGAN
BAYER
BERLIN-CHEMIE
BIOCLINICA
BIONTECH
BIOTEST
BOEHRINGER INGELHEIM
BRISTOL-MYERS SQUIBB
CELGENE
CSL BEHRING
DAIICHI SANKYO
DELOITTE CONSULTING
ELANCO
EISAI
EVONIK NUTRITION & CARE
FRAUNHOFER SOCIETY
FRESENIUS KABI
FRESENIUS MEDICAL CARE
GLENMARK PHARMA
HÖLZEL DIAGNOSTIKA
INSIGHT HEALTH
IQVIA
JANSSEN-CILAG
JOHNSON & JOHNSON
KREWEL MEUSELBACH
LILLY
MAX PLANCK SOCIETY
MCKINSEY
MEDA PHARMA
MERCK
MERZ PHARMA
MYLAN
NEURAXPHARM
NOVARTIS PHARMA
OTSUKA
PFIZER
PHARM ALLERGAN
PHARMALEX
PIERRE FABRE
POHL BOSKAMP
QIAGEN
ROCHE
SANDOZ
SANOFI-AVENTIS
SARTORIUS
SIEMENS HEALTHINEERS
STADA
THERMO FISHER
UCB BIOSCIENCES
VIATRIS

“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
Former Chairman of the Executive Board & CEO, Merck KGaA
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 800 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.

“After GBS had given me so much during my studies in the Pharma MBA program, I wanted to give something back to the community and decided to join the alumni council. Our purpose in the GBS alumni council is to build and develop a platform to nurture the exchange between current students, alumni and the whole GBS family. We are passionate about creating concepts to let the GBS community grow and to foster continuous development and networking opportunities.”

Saskia Kind, 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.

FROM BUSINESS PRACTICE

“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.

**DESIGN THINKING**
Use your creative talent to develop product and service solutions that cater to the needs 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.

**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.

**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.

**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.

**SUMMIT – DIGITAL TRANSFORMATION IN PHARMA**
Digital transformation is playing an increasingly important role in the healthcare industry. The annual 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 Fürtic, Class of 2020
FINANCING

TUITION, DEADLINES AND DISCOUNTS

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<th>APPLICATION DEADLINE</th>
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<th>TUITION PAYABLE</th>
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<tr>
<td>February 13, 2023</td>
<td>EUR 5,500</td>
<td>EUR 31,450</td>
</tr>
<tr>
<td>May 15, 2023</td>
<td>EUR 3,700</td>
<td>EUR 33,300</td>
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<tr>
<td>August 15, 2023</td>
<td>N/A</td>
<td>EUR 37,000</td>
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Upon accepting an offer of admission, applicants are asked to remit a non-refundable tuition deposit of EUR 2,000.

“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

HOW CAN YOU FINANCE YOUR STUDIES?

- **Tax Deductible**: If you are returning to studies to advance your career with GBS and bring along a first university degree, check out the possibility to claim your tuition fees as an income-related expense.

- **Study First, Pay Later**: GBS cooperation partner Brain Capital offers flexible intergeneration financing contracts with income-dependent repayment schemes, a capped max. repayment and fixed conditions over the contract period.

- **Study Funds**: Explore various study funds financing options such as Festo Bildungsfonds, KfW Bank, or Deutsche Bildung and see which one might be the best for your needs.

- **Talk To Your Employer**: Approach your employer and discuss options how to support your studies, such as financial support, reduction of working hours or mentoring. Read through the “Value Proposition Sheet” on our website to help you prepare.

- **Scholarships**: GBS offers a range of different financial aids to support students on their MBA journey. Check our website and see if your profile matches with one of our GBS Scholarships on offer.

Visit our website for more information about financing opportunities and deadlines: [https://www.goethe-business-school.de/financing](https://www.goethe-business-school.de/financing)
YOUR PROFILE

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

- Bachelor’s degree with a minimum 180 ECTS or equivalent
- Proficiency in written and spoken English on upper B2 CEFR level
- At least two years of post-undergraduate professional work experience in the pharmaceutical industry or a related field

INFORMATION SESSIONS

Attend one of our online information sessions 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

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PHARMA MBA

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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.