



RUTGERS

Rutgers Business School
Executive Education

Mini-MBA: BioPharma Innovation



Life sciences professionals, whether they spend their day-to-day in the lab or behind a desk, need to maintain excellence in their own expertise as well as understand the role they play in their organization's overall business and operational environments. Definitions of success are shifting, impacted by scientific advancement, ongoing regulatory developments, and the globalization of supply and distribution.

The *Mini-MBA: BioPharma Innovation* teaches life sciences experts key business management theory and methodology that will broaden their perspective. This course provides a better understanding of how biopharma companies plan for, and profit from, constant innovation.

What will you learn?

- **Modeling the Return in Investment in Research and Development.** Learn the financial models and methods that corporate decision makers apply.
- **Strategic Alliances and Acquisitions.** Analyze the role of partnering and mergers from a strategic perspective.
- **Innovation in the Pharmaceutical and Biotechnology Industries.** Learn how the psychology of decision-making, organizational structure, and corporate culture influence stakeholders' decisions, and its impact on R&D funding.

PROGRAM BENEFITS

- Learn how to bridge the space between scientific success and corporate goals from industry experts with real-world experience
- Gain industry-wide perspective on how these concepts impact different organizations; yet receive practical application beyond theoretical study. Enjoy interactive learning that encourages doing, not just listening
- Learn in a rigorous university environment and earn a program certificate as well as academic credits that can be applied toward future education goals

PROGRAM OUTCOMES

- Speak with confidence about business strategy outside the lab. At the same time, those who are not scientists will have a better appreciation of the broad landscape of this industry that includes pharmaceuticals, medical devices and other biotechnology
- Master the language of business management in order to more effectively communicate to non-clinicians across the organization. Expand your contributions beyond R&D of the business to analysis of strategy and ROI
- Become a valued participant in cross-functional projects and strategic teams, which will broaden your network and diversify your career opportunities

CONTACT US

Jennie Fine, Program Manager



jfine@business.rutgers.edu



848.445.9418



business.rutgers.edu/biopharma