

The background of the slide features a large, faint watermark of the Rutgers University seal. The seal is circular with a sunburst in the center and the words "RUTGERS UNIVERSITY" around the perimeter. The entire slide has a solid red background.

# RUTGERS

Rutgers Business School  
Newark and New Brunswick

## **Pharmaceutical Management Program**

**Mahmud Hassan, Ph.D**

**Director**

**Professor, Finance & Economics**

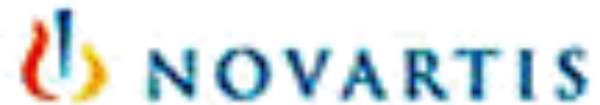
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## Sponsors



*Johnson & Johnson*



# Curriculum

- 1. U.S Healthcare System & Pharmaceutical Managed Markets – SP. 2010 , W 6-9 pm**
- 2. Pharmaceutical Industry: Issues, Structure & Dynamics – SP. 2010, Th. 1-3:50 pm**
- 3. Legal, Regulatory, and Ethical Issues in the Pharmaceutical Industry – Fall, 2009, Th. 1-3:50**
- 4. Pharmaceutical Mkg Resrch – SP. 2010, Th. 6-9**
- 5. Pharmaceutical Prod Mgmt – Fall, 2009, W 6-9**
- 6. M'ging the Pharma Sales Org – Fall, 2009,Th 6-9**

[www.business.rutgers.edu/pharmaMBA](http://www.business.rutgers.edu/pharmaMBA)

# Schedule of the Monthly Seminar Visits 2009-2010

<u>Topics</u>	<u>Month</u>
1. Role of the FDA and its Relationship with the Pharmaceutical Industry. <b>Schering-Plough</b>	<b>Sept. 25, 2009</b>
2. Global Perspective of the Pharmaceutical Business. <b>Johnson &amp; Johnson</b>	<b>Oct. 23, 2009</b>
3. Role of Genomics in Developing New Drugs. <b>Roche</b>	<b>Nov. 13, 2009</b>
4. Direct to Consumer (DTC) Advertisement – What Does it Achieve? <b>Novartis</b>	<b>Dec. 4, 2009</b>
5. Investing in Specialty Pharmaceutical Products – the Vaccine Market. <b>Merck</b>	<b>Feb. 19, 2010</b>
6. Strategies for Branding a Pharmaceutical Product <b>Bristol-Myers Squibb</b>	<b>March 12, 2010</b>
7. The Challenges and Opportunities of Career in the Pharmaceutical Industry. <b>Eisai</b>	<b>April 16, 2010</b>

**Visits are in the mornings , 8:30 am – 1:30 pm, on the companies' sites.**

# Placement

- **High Placement Stat**

- **Some of the job titles include:**

**Financial Analyst, Management Associate, Assoc. Prod. Manager, Senior Government Pricing Analyst, LDP Marketing Rotational, LDP Associate, Project Manager, Marketing Research Analyst, Assoc. Product Director, Manager-Finance etc.**

## Scholarships for FT Program

- Covers all tuition and fees for the entire program.
- Paid for by the Sponsoring Companies.
- No binding on scholarships by either the company or the student.

# Pharmaceutical Management Club

- **100 % Students Run**
- **Rx News Letter**  
**(website: [pharmaclub.rutgers.edu](http://pharmaclub.rutgers.edu))**
- **Lecture Series**
- **Rx Mixer**

## Two Day Certificate Program in Pharmaceutical Management

- Content includes topics and issues from the Pharma MBA Program.
- Most of the Faculty are from the Biopharma industry.
- Three times a year.
- Accredited by the Accreditation Council for Pharmacy Education, participants receive 12 hours of continuing education credit.

# Mini-MBA in BioPharma Innovation

## From: CMD

- Fall and Spring, over 12 weeks, one evening a week class.
- Accelerated Summer Program, one week.
- Content includes Strategy, Alliances, Marketing, Pricing, Financial Analysis, and Capstone Session.

# Mini-MBA in Global BioPharma Entrepreneurship : CMD

- Fall and Spring, 12 weeks, one evening a week, and Summer (1 Week accelerated program).
- Content includes Start up and Business Plan issues, Intellectual Property, Financial Models, Venture Valuation, Negotiation, Strategic Marketing and other.

## Important Web Links:

- <http://business.rutgers.edu/pharmaMBA>
- <http://business.rutgers.edu/Lerner>
- <http://www.cmd.rutgers.edu>

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**Thank you**