

Getting Ahead Just Got a Little Easier!

Welcome to the online MBA in Pharmaceutical Business Program at the University of the Sciences in Philadelphia (USP)! This program is designed specifically to meet the needs of busy professionals with a minimum of four years of experience.

The program is designed for junior to mid-level professionals working in the pharmaceutical industry. These professionals are expected to come from a range of departments within the industry, including sales and marketing, manufacturing, and research and development.

One of the key distinguishing characteristics of the program is the design of the course schedule. For student convenience 80% of the **22 month program** is delivered over the Web so students can work on course activities from home, work, or on the road. The remaining 20% of the program takes place either on the USP campus in the University City section of west Philadelphia or at conveniently located suburban executive facilities.

However, don't confuse convenience with program rigor and quality! Fourteen two-credit and two one-credit graduate-level courses are required to earn the MBA degree. Throughout the intensive sessions, participants engage in highly interactive assignments and demonstrate competencies. Course exercises stress practical application of skills, and group assignments foster peer exchange and community. This format provides students with the knowledge and skills to make a difference and the confidence to use them.

As a USP learner, you will be able to access online courses and university resources using any Internet connection, anytime, anywhere. Your 24/7 access allows you to download assignments, read and contribute to class discussions, review faculty feedback, and more. All of this flexibility – without compromising quality – plus our helpful, efficient support services and online resources will help keep you on track toward your goals.

The online MBA program dramatically reduces the distractions associated with constant commuting to class and easily accommodates participants who have heavy job-related travel demands. Since the dates for the three traditional live classroom courses are set in advance for the full 22 month program, students can easily plan around those dates and avoid interfering with job-related travel or other major job-related or family events. All of the other courses can be accessed from any computer with Internet access.

The blended approach also provides that, if a student's job location changes during the program, they continue with their cohort in the online courses and simply travel to the classroom location for the one or two outstanding traditional classes.

For more information about the online EMBA click on the links on the right side of this screen.

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Coursework

The curriculum for the online MBA is comprised of a set of **common "core" courses** that all participants take. This set of offerings spans the same areas of study that constitute the College of Graduate Studies' classroom based MBA in Pharmaceutical Business. The online courses generally parallel in topic and content those classroom based courses but allow for anywhere – anytime learning, and virtual group collaboration. Our dynamic, interactive program covers specific needs of the pharmaceutical industry in such areas as:

- ▣ Global business product strategy
- ▣ Multinational and national marketing
- ▣ Institutional, governmental, patient, and physician sales
- ▣ R&D management
- ▣ Drug formulation and manufacturing
- ▣ Drug portfolio analysis
- ▣ Government regulation

In addition to the three classroom based courses, online MBA students will participate in 14 Web based courses. Each online course is five weeks in duration, and provides remote interactive access to cohort members and with the faculty through an easy to use course management system.

Utilizing game theory principles students will also work as teams to develop a case study for a pharmaceutical company. The case study encompasses, explains, details, and examines all aspects of how this company does business. Project design protocol will be introduced in PB742 – Leadership and Development; then, utilizing the information gained in the other MBA courses teams will create a profile of their pharmaceutical company. The company will be presented for review and comment in PB753 – Pharmaceutical Marketing & Sales Management, and again in PB890 – Global Business Strategies. At the end of each successful presentation students will earn an additional credit towards their degree.

The following table presents the program curriculum in sequence order.

Case Development	Courses	Credits	Delivery Method
	PB742 – Leadership Development	2	Classroom
	PB751 – Introduction to Marketing	2	Online
	PB731 – Business Statistics	2	Online
	PB712 – Managerial & Financial Accounting	2	Online
PB794 Multi-discipline Strategic Management I 1 credit	PB721 Managerial Finance	2	Online
	PB741 Team Dynamics –	2	Online

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Human Resources		
	PB772 – Introduction to Health Policy	2 Online
	PB732 – Pharmacoeconomics & Economics of Health Care	2 Online
	PB753 – Pharmaceutical Marketing & Sales Management	2 Classroom
	PB752 – Introduction to Market Research	2 Online
	PB722 – Corporate Finance	2 Online
	PB762 – Pharmaceutical Research & Development Management	2 Online
PB795 Multi-discipline Strategic Management II 1 credit	PB771 Regulations of RX Drugs & Ethical Issues	2 Online
	PB761 – Competitive Analysis & Strategic Business Planning	2 Online
	PB880 – International Pharmaceutical Business	2 Online
	P723 – Mergers and Acquisitions	2 Online
	PB890 – Capstone: Global Business Strategies	2 Classroom

The online MBA program is intensive and demanding, as would be consistent with a graduate professional program. Serious preparation is expected, and academic standards are carefully maintained, to ensure the integrity of the earned degree.

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Program Design

Learning Environment

Our courses are delivered utilizing a model of communication in which faculty and learners actively contribute to one another's learning through critical dialogue and execution of team based projects. Learners also receive regular faculty feedback regarding their knowledge acquisition, skill building, and attainment of the intended course outcomes. This type of learning environment gives participants practice in working together when the stakes are relatively low, so that they can work effectively together later when the stakes are higher.

The program begins with a classroom based course in Leadership Development that spans one standard business week. The participants continue through the remaining 20 months of the program as a cohort, sharing the same educational experiences in 14 online courses and two additional classroom based weekend courses. This schedule makes it possible for participants to be drawn from around the world, and eliminates the problem of potential interruptions in their education for participants who confront job transfers during the program.

Instructional Approach

The College of Graduate Studies instructional approach is based upon two major tenets.

1. Disciplined inquiry used to construct meaning and knowledge will enhance student learning and problem solving skills.
2. Courses designed to produce discourse, create industry specific products, and illicit performance develop pro-active decision makers, innovative problem solvers, and strategic thinkers.

The online MBA program provides an instruction and learning environment that:

- ☐ Encourages higher thinking directed towards the discovery of knowledge and problem solving allowing students to immediately test new ideas and apply their skills to current business problems.
- ☐ Encourages an in-depth, holistic, and complex understanding of the concepts, topics, issues, themes, and problems associated with the dynamics of the pharmaceutical industry.
- ☐ Facilitates significant interaction, dialogue, and sharing of ideas to develop and network of highly skilled colleagues and promote a collective understanding.

Learning is organized around projects that provide a real-world context and framework for skill enrichment. Some of the distinctive elements of this approach involve:

- ☐ Synthesized learning across multiple subject areas through the design of robust projects that simulate the current industry environment.
- ☐ Focused enhancement of collaborative and interpersonal communication skills through immersion in increasingly

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complex team based projects.

- ▣ Building communities of learning where students with their peers, instructors, mentors and the business community through various projects.
- ▣ Exposure to international perspectives through:
 - ▣ Case studies involving global companies or concepts
 - ▣ International speakers in the pharmaceutical industry
 - ▣ Opportunities to study abroad
 - ▣ An option for individual students and/or project groups to incorporate international elements into course related projects

Benefits to Employers and Sponsoring Organizations

Sponsors will gain an effective and efficient means to educate, develop, reward, and retain superior managerial talent. Learners participating in the MBA program contribute significantly to the company's performance by

- ▣ Becoming more versatile on a company-wide basis as well as gaining an improved understanding of the global pharmaceutical market.
- ▣ Bringing fresh insights to the company as a result of an in-depth exchange of experiences and ideas gained through an intensive educational setting.
- ▣ Developing knowledge and insight needed to develop strategic responses necessary to meet competitive, industry challenges.
- ▣ Creating a high-potential manager with intense motivation and a powerful investment in the future of the company.

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Course Delivery Methods

Participants in the online MBA Program are subject to the same academic standards as apply to all students in the University of the Sciences in Philadelphia's (USP) traditional and executive graduate programs.

Residential Colloquia

All Online MBA students at the USP are required to attend three one-week colloquia, each taken at specific milestones in the program.

Through face-to-face interaction with faculty and other students, USP residential colloquia foster community-building and provide knowledge and skill development that support learner success. The colloquia are outcomes-based and taken in sequence to meet the developmental needs of the students.

Residency fees, session dates, and locations can be found on the MBA program website. Fees do not include airfare, lodging, or meals; students are responsible for their own travel arrangements and accommodations.

Students should consult their advisors for detailed information about specific requirements, including housing and cancellation policies.

Online Courses

Between residencies, the online MBA students will participate in online courses. Each online course is five weeks in duration, and provides remote interactive access to cohort members and with the faculty through an easy to use course management system.

To view a sample online course:

1. Click on the **course management system** URL <http://blackboard.usip.edu/> or type the URL into the browser window
2. Click on the [Course Catalog] button
3. Click on the "Pharmaceutical Business M.B.A." link on the right side of the screen
4. Click on the [Preview] to the right of the Introduction to Marketing course
5. Click on the links in the blue column on the left-hand-side of the screen to view selected sections of the course

To register for online courses:

1. Review the **course offerings**
2. Complete the **registration form**, then
 1. Fax the form to 215-895-1185, or
 2. Mail the form to USP College of Graduate Studies, 600 South 43rd Street, Philadelphia, PA 19104.

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Studies

Teaching Methods

Classes in the online MBA Program are taught by the senior faculty at the University of the Sciences in Philadelphia and subject-matter experts of the highest caliber. Each instructor provides students with an ideal balance of in-depth theoretical knowledge and real-world practice. All have taught extensively in executive programs, some have substantial research and publication records, and all have experience in the Pharmaceutical industry.

Faculty engage learners in theoretical principles, while encouraging them to apply this knowledge in a practical way to meet challenges within the workplace. Faculty often use topics arising from their students' professional lives, or current environmental issues to present real-world problem-solving opportunities for learners.

Teaching methods include lectures, discussions, case analysis, student presentations, group projects, computer simulations, and guest speakers from industry and government.

Learning resources include industry standard databases and electronic resources that can be called up and used for online assignments. Coursework is transmitted to the faculty electronically and returned to the students in the same manner. A secured course management system provides course materials, discussion forums and chat rooms for each course, and data on cohort members. Therefore, even when dispersed, cohort members can interact productively and efficiently, maintaining the group dynamic that makes the classroom sessions a team effort of learning.

The curriculum and teaching approach have been adapted to the experience levels of seasoned professionals and to the demands of a compressed program schedule.

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Support Services

Students maintain contact with faculty, support staff, and program administration on an as needed basis. Other resources include online library services, tutoring, email services, academic advising, and online discussion forums and chat rooms.

Program Support

Admissions

Applicants may [apply on-line](#) or [download the application materials](#) from our web site. Candidates who wish to apply for admission must submit the following materials to the [College of Graduate Studies](#):

- ☐ [Application](#) for Graduate Studies
- ☐ [Three professional references](#)
- ☐ Transcripts from all colleges/universities attended
- ☐ GMAT or GRE scores are recommended but not required
- ☐ Statement of professional goals
- ☐ Resume/Curriculum Vitae
- ☐ Application fee of \$50 (payable to USP)

International students must also submit a [Certificate of Finance](#), official TOEFL and TWE scores, and TSE scores if applying for financial aid.

Disability Services

We provide access, accommodations, and advocacy for students who have disabilities. Examples include both virtual classroom considerations, such as accessible resources and additional time on learning activities, and mobility assistance for residential courses. To learn more about our disability services policies or how to request academic accommodations visit our [ADA Accommodations and Affirmative Action](#) Website or call us at (215) 596-8950.

Enrollment Counselors

Our knowledgeable enrollment counselors guide you step-by-step through the admission and enrollment process. To speak with an enrollment counselor, call 1-215-895-1185.

Financial Aid

There are several financial aid programs available for graduate students whose resources are insufficient to meet the cost of education. Financial aid may be awarded in the form of loans from state or federal government, alternative loan programs from private lenders, fellowships, waivers for graduate student instructors and graduate research associates, or part-time employment at USP. For more information visit the [Financial Aid Bulletin for Graduate Students](#) section of the USP Website, or call us at (215) 596-8894.

Online Resources

EMBA students have access to the following student services:

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Library

Students have access to a full range of academic library resources and services in an online environment. University of the Sciences in Philadelphia librarians and an extensive [J. W. England Library Website](#) provide students with a comprehensive collection of scholarly and professional resources.

Online Bookstore

All registered EMBA students have their textbooks delivered directly to their homes prior to each class start. Additional text resources and software can be ordered in just a few clicks from the [USP bookstore](#).

Alumni & Friends

The [Alumni Association](#) offers networking opportunities, information on industry conferences, and professional development programs.

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Course Preparation

Textbooks will be mailed to the program participants home, and online access to course syllabi, and other instructional materials will be granted prior to the start of each course. Because of the demanding nature of the Pharmaceutical Business master's degree program at the executive level, there will be a substantial body of material to be covered in each course. Accordingly, the course syllabi will list a set of reading and project assignments to be completed prior to each classroom or virtual course session. A reasonable estimate would be that these assignments will require approximately 10 to 15 hours per week of work. Some additional work, but at a reduced level, will also be required between courses in preparation for each new topic. These various assignments provide the participant with the tools needed for the capstone project, and aid in the enhancement of the learners skill set.

Experience to date suggests strongly that those students who take their assignments most seriously will be the ones who will benefit most from the coursework, and in the process achieve the best academic performance. The most manageable way to reduce the burden of the the readings and assignments is to break the activities down into small chunks, distributed over the life of the program, and logging into the online course for short periods 3-4 times a week instead of trying to find large blocks of time to participate in the virtual classroom.

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Students enrolled in the online MBA program need a minimal level computer configuration in order to successfully complete program requirements. The following table denotes both the minimum and preferred configurations.

	Minimum Requirements	Preferred Specifications
Operating System	<ul style="list-style-type: none"> <input type="checkbox"/> Windows 98–2000, ME, XP or <input type="checkbox"/> Macintosh System 7.5 or higher 	<ul style="list-style-type: none"> <input type="checkbox"/> Windows XP or <input type="checkbox"/> Macintosh OS X
Processor	<ul style="list-style-type: none"> <input type="checkbox"/> Pentium III or <input type="checkbox"/> eMac/ iMac 	<ul style="list-style-type: none"> <input type="checkbox"/> Pentium IV
Memory	<ul style="list-style-type: none"> <input type="checkbox"/> 128Mb Ram 	<ul style="list-style-type: none"> <input type="checkbox"/> 256Mb Ram
Hard Disk Space	<ul style="list-style-type: none"> <input type="checkbox"/> Sufficient to store program materials 	
Monitor	<ul style="list-style-type: none"> <input type="checkbox"/> 15" color monitor (800 x 600 minimum resolution) or <input type="checkbox"/> Text reader 	<ul style="list-style-type: none"> <input type="checkbox"/> 15" color monitor (1024 x 768 resolution)
Modem	<ul style="list-style-type: none"> <input type="checkbox"/> 56k modem 	<ul style="list-style-type: none"> <input type="checkbox"/> Cable, DSL or T1 or higher network
CD-ROM	<ul style="list-style-type: none"> <input type="checkbox"/> 4x 	<ul style="list-style-type: none"> <input type="checkbox"/> 20x
Sound Card	<ul style="list-style-type: none"> <input type="checkbox"/> Sound Blaster 32 sound card or equivalent 	
Printer	<ul style="list-style-type: none"> <input type="checkbox"/> Not required, a graphics-capable inkjet or laser is recommended for draft documents and material backups 	
Browser	<ul style="list-style-type: none"> <input type="checkbox"/> Internet Explorer 4.0 or higher, <input type="checkbox"/> Mozilla Firefox 1.0 <input type="checkbox"/> Netscape Navigator 4.0 or higher 	<ul style="list-style-type: none"> <input type="checkbox"/> Mozilla Firefox 1.0 <input type="checkbox"/> Internet Explorer 6.0 or higher
Plug-ins	<ul style="list-style-type: none"> <input type="checkbox"/> Adobe Acrobat reader <input type="checkbox"/> RealPlayer or QuickTime 	
Additional Software	<ul style="list-style-type: none"> <input type="checkbox"/> McAfee Viruscan or Norton AntiVirus <input type="checkbox"/> Word processing program <input type="checkbox"/> Presentation program <input type="checkbox"/> Spreadsheet program 	<ul style="list-style-type: none"> <input type="checkbox"/> McAfee Viruscan or Norton AntiVirus <input type="checkbox"/> Microsoft Office (student or professional version)

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Students are also required to access online courses through their own Internet Service Provider (ISP) or through their place of work. The connection must support full access to the World Wide Web. If accessing the Internet from work, there is a possibility that the workplace connection is through a firewall. If the connection is through a firewall, the student's network administrator may need to contact University of the Sciences [Help Desk](#) to work out technical details to allow computer access the course materials.

To assure the best performance from your PC when accessing the course management system, do the following:

- ☐ AOL users, minimize the AOL browser and use one of the above listed browsers to access the course site.
- ☐ Avoid, if possible, accessing the Internet between 4:00–7:00pm. This appears to be a time when the Internet experiences a slow down due to traffic. (The speed of your connection depends on many things – your line speed, and the speed of all the other lines between the hops your connection makes to its final destination. Neither you nor University of the Sciences has control over this.)

Note: Many browser problems are caused by ad-blocking software. Software that disables pop-up windows and other Javascript functions also disables Blackboard tools. If you are running ad-blocking software or Internet Security bundles, please modify the software to allow pop-ups from the course management system URL.

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