

Pharmaceutical Management

GRADUATE PROGRAMS



STEVENS
Institute of Technology

THE PROGRAM

Technology plays a vital role in the pharmaceutical and biotechnology industries. Advances in robotics, *in silico* simulation, high-throughput synthesis and screening, genomics, and information technology, to name a few, present tremendous opportunities and challenges. In addition, most pharmaceutical companies engage in numerous strategic alliances and partnerships, which now almost always involve the sharing and management of advanced technologies as well as complex intellectual property issues. Managing sophisticated technological environments is no longer the sole responsibility of the information technology department. Scientists, clinicians and other business people are increasingly called upon to manage complex technological environments or to deal extensively with those who do.

Technology management is a discipline that focuses on the intersection of business knowledge, leadership and the practical application of technology. Leaders are needed who can work comfortably in this space.

DEGREE OPTIONS

- 4-course Graduate Certificate in Pharmaceutical Technology Management
- 12-course Master of Science in Management
- 20-course MBA in Technology Management

COURSE DESCRIPTIONS

MGT 671 Technology and Innovation Management This course discusses the technology and innovation strategy process and develops managerial skills, methodologies and critical thinking to achieve a technological based competitive advantage. We define innovation as "the successful commercialization of an idea." A major goal of this course is for the student to acquire a set of concepts and tools that can be applied to formulating, creating and implementing management initiatives, which will lead to improved innovation in technology-based organizations.

MGT 681 Managing Pharmaceutical Research and Development This course provides an overview of the drug and biologics development process from discovery through regulatory approval. Special attention is given to the roles, functions and importance of the various disciplines involved in the R&D process, their interactions with each other, and the strategic management of these functions. Attention will also be given to key technologies used throughout the R&D process. The economics of pharmaceutical R&D as well as trends in licensing, outsourcing and partnerships will be covered.

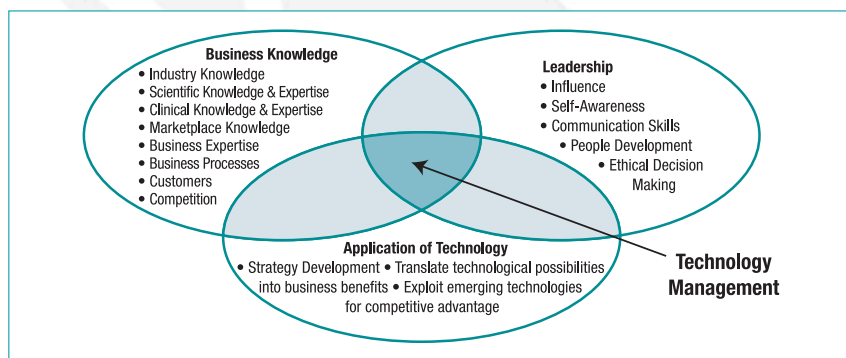
MGT 682 Pharmaceutical Sales, Marketing and the Supply Chain This course focuses on the organizational, management and technology issues related to the sales and marketing function of the pharmaceutical industry as one of its principal boundary-spanning functions. We will use extensive research and current literature on pharmaceutical sales and marketing business approaches and technologies that drive or support sales and marketing plans as well as information and knowledge management considerations that drive competitive distinctiveness. Students will also explore the real and potential information and knowledge linkages between the sales and marketing function and the discovery, product development and supply chain functions of the pharmaceutical industry.

Electives (*students must choose one*).

MGT 683 Introduction to Pharmaceutical Manufacturing

MGT 684 Regulation and Compliance in the Pharmaceutical Industry

WHAT IS TECHNOLOGY MANAGEMENT?



FOR FURTHER INFORMATION

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