In recent years, the pharmaceutical and biotechnology industries have experienced a series of dramatic shifts with internal and external forces sometimes pulling in different directions. Emerging markets, increased research, development and commercialization costs, and new competitors have converged to redefine industries already known for change and innovation.

Technical expertise is no longer enough. To succeed in this environment, biopharma professionals must build and develop the decision-making and leadership skills that drive business.

That's why Babson Executive Education offers BioPharma: Mastering the Business of Science—to help industry professionals develop the business acumen needed to take on new challenges and think strategically.
DEVELOPING FUNDAMENTAL BUSINESS SKILLS

For biopharma professionals—scientists, physicians, lawyers, engineers, and other technical and business specialists—taking on greater responsibilities and more business-driven roles can create a variety of challenges.

By focusing on the business skills needed to work and lead more effectively, this program provides the necessary tools to succeed now and presents a solid foundation for future learning.

SKILLS TO SUCCEED

In a dynamic and interactive setting consisting of a diverse group of peers, participants will learn to:

• Develop an external orientation
• Understand the essence of various business functions
• Think strategically about the business
• Make better decisions by integrating various functional perspectives
• Balance managing and leading in an organization of specialists
• Anticipate and innovate

DYNAMIC CLASSROOM ENVIRONMENT

Based on intensive, faculty-led discussions that draw on the experience and insights of participants, the curriculum is tailored toward interactive and collaborative learning of industry-relevant knowledge.
THE EXPERIENCE ADVANTAGE

Babson Executive Education programs are led by experienced faculty members who are both thought leaders and pragmatic practitioners. With a focus on contemporary challenges and opportunities in the industry, the program develops participants through instruction, collaboration, and peer interaction.

PROGRAM TOPICS

BioPharma: Mastering the Business of Science addresses fundamental industry issues related to:

- Competing in a changing biopharma landscape
- Essence of products and marketing
- Commercializing innovation
- Financial implications of strategic decisions
- Evaluating resource allocation decisions
- Managing, leading, and influencing

SAMPLE PROGRAM SCHEDULE*

> DAY ONE
BioPharma Environment and Competition Strategy

> DAY TWO
STP Stands for Marketing
Financial Implications of Strategic Decisions

> DAY THREE
Evaluating Resource Allocation Decisions
Product Development Strategies

> DAY FOUR
Commercializing Innovation
Leadership and Influence

> DAY FIVE
Managing Knowledge Workers

*Babson Executive Education continually updates program content to best serve participant needs. Course content may vary.

For more information about what it takes to develop the business knowledge and skills that will complement your technical expertise, contact:

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Gaurab Bhardwaj is an associate professor and The Louis J. Lavigne Jr. Family Term Chair in Strategy and Planning. He has research, teaching, speaking, and facilitating expertise in strategy, innovation, corporate entrepreneurship, and decision making, and applies it to biotechnology, pharmaceuticals, and other life sciences and health-related businesses. In the above roles, he has worked with executives, scientists, and physicians from Biogen Idec, Dana-Farber Cancer Institute, DuPont, Eli Lilly, EMC Corporation, Leadership Forum, Lucent Technologies, Merck, Orion Corporation, Teradyne, Vertex Pharmaceuticals, and others. Bhardwaj teaches for Babson Executive Education and is faculty director of its biopharma program and a custom program for Merck, as well as faculty co-director of a custom program for Eli Lilly. He is leading Babson’s initiative in life sciences and health care in the MBA program. He teaches strategy and competition courses to Evening MBAs and undergraduates at Babson College, an elective called The Health Care Ecosystem to MBAs, and an elective called Solving Big Problems to undergraduates. He has received the Deans’ Award for Excellence in Teaching across all programs.