Kelley Executive Certificate in the Business of Life Sciences
Is this your year to move ahead?

TAILORED TO THE INDUSTRY
FLEXIBLE BUT CONSISTENT
UNIQUE DELIVERY
CROSS INDUSTRY NETWORKING
THE ECBLS MEANS BUSINESS
Life Sciences is an Evolving Industry
Are you keeping up?

Just like the life sciences industry itself, the skills and knowledge you need to succeed and grow in your career keep changing and evolving. Do you have the business acumen to match your scientific or technical knowledge? Until you do, your path to advancement—and, perhaps, success—is limited.

The business of the life sciences has never been more important than today. In order for a company to thrive in this changing landscape, it needs a workforce with the business skills specific to the unique needs of the life sciences industry. However, it cannot afford to send away its best people for extended periods to gain those in-depth skills.

Fortunately, the Indiana University Kelley School of Business offers the opportunity for people to gain a competitive edge with the Kelley Executive Certificate in the Business of Life Sciences (ECBLS).

The ECBLS allows people to learn the business of life sciences from one of the most highly respected (and Top 20) business schools in the United States while keeping their careers on track.

Consider the benefits

• Cutting-edge knowledge: Life-sciences business acumen taught by faculty experts that will support company growth in a changing environment.

• Limited time away: With the exception of a one-week in-residence course and a two-day capstone experience, all work is conducted online in faculty-led synchronous and asynchronous sessions.

• Immediate application: Participants will apply their new knowledge to business challenges immediately. Plus, the certificate can be finished in less than a year.

• Desirable academic degrees: Credits earned in the ECBLS program can be applied toward the Kelley online MBA or MS in Strategic Management, or the Kelley Evening MBA.

View from past participants

“The program was focused on content and career advancement, as opposed to other business acumen programs I looked at that did not have a life science focus.”
Engaged with Other Participants and Faculty: Program Overview

The ECBLS is delivered in a unique blended format that employs both in-residence and online learning modes. Getting under way in the fall and continuing for 11 months, the program kicks off with a week-long, in-residence course and introduction to the Kelley Direct online system, providing students the opportunity to form work groups and begin building their industry network.

The program ends with a two day capstone in-residence in which student teams evaluate a business case and present their recommendations to the ECBLS faculty. In addition to the two Bloomington in-residences, students should expect to spend an average of six to eight hours per week completing online course work.

Courses

The following courses comprise the Executive Certificate in the Business of Life Sciences:

- **BA601 Management of Organizations & Human Resources** *(6 days in-residence)*
- **MGT626 The Value Chain in Healthcare** *(10 weeks online)*
- **ACCTG696 Accounting for Executives in Life Sciences** *(10 weeks online)*
- **BA615 Strategic Financial Management** *(10 weeks online)*
- **BA655 Marketing Management and Strategy in Life Sciences** *(8 weeks online and 2 days in-residence)*

Students take these courses sequentially.
The Courses: Your Steps to Success

Management of Organizations and Human Resources (6 days in-residence)
This course addresses contemporary management challenges stemming from: the changing nature of work and the needs of the workforce, operating in a global marketplace, changing organizational structures, complex environmental conditions, new technological developments and increasingly diverse workforces. The course strengthens managerial effectiveness by providing frameworks for analyzing, diagnosing, and responding to complex organizational situations. Special life sciences topics and applications include the challenges of the technical talent hunt, people and project management with outsourced partners, leadership in a virtual organization, the melding of scientific and business talent into a business culture, and the “care and feeding” of the creative class, i.e. researchers, product designers and engineers.

The Value Chain in Healthcare (10 weeks online)
This course presents an overview of the economic foundations of the life sciences and healthcare value chain. In the course, students will work with the idea of a business value chain with attention to underlying economic principles, and then apply those concepts to a specific segment of the life sciences or healthcare industries. Students will work with tools like SWOT, Five-Forces and Profit Pool Analysis to identify opportunities for a specific company within the context of an industry analysis. Special attention is devoted to the ramifications of the regulatory and reimbursement approval process, the special role of product quality, the increased globalization of the industry and the emergence of consumer driven healthcare.

Accounting for Executives in Life Sciences (10 weeks online)
This is a graduate level course in general accounting theory and practice, with an emphasis on accounting issues and practices pertinent to life sciences companies. As a vehicle for student learning, many problems and cases are incorporated to replicate business decision-making situations commonly encountered in (and by) life sciences companies. A special life sciences focus includes accounting for research and development expenses, alternative methods for new and expanding companies to raise funds, product costing in complex manufacturing environments and how tax havens influence product sourcing decisions.
Strategic Financial Management  (10 weeks online)
Finance offers a rigorous analytical framework with which to analyze the financing and investment decisions of both individuals and firms. A study of this framework will help students make value-creating financial decisions for themselves, their firms and the firm’s shareholders. A life sciences lens will focus on the impact reimbursement projections and decisions have on portfolio management, the use of “out of pocket” cash costs in making investment decisions and the financial considerations in making outsourcing decisions, corporate alliances and acquisitions.

Marketing Management and Strategy in Life Sciences  (8 weeks online and 2 days in-residence)
Through a challenging combination of lectures, discussions and case studies exclusively focused on life sciences, this marketing course introduces students to concepts that are considered key to understanding the marketing function in the industry. Students will gain exposure to the essentials of market analyses (buyer behavior and customer analysis) and the tools marketers rely on to fulfill customers’ and consumers’ expectations. The course will conclude with a two day capstone exercise in-residence (in Bloomington) where students will put into practice the knowledge obtained during the entire program. Special life sciences topics include marketing consumer OTC products vs. physician preference products, ramifications of the direct to consumer marketing trend for prescribed products, product pricing in a reimbursement driven world and balancing marketing/advertising materials vs. regulatory approved label content.

View from past participants
“The content of the classes and the business cases we worked on were very relevant.”
Courses are taught by the Kelley School of Business faculty, recognized globally for their research and teaching expertise. Recent honors, ranking and recognitions have included:

**Online MBA #1, U.S. News and World Report 2014 & 2015**
**Online M.S. #1, U.S. News and World Report 2015**

### Online Learning Environment

The Kelley School pioneered a powerful blend of distance and on-site learning, creating the first recognized online MBA among top-tier business schools. ECBLS faculty use these same platforms and easy-to-access tools that have delivered cutting-edge Kelley Direct online programs for more than a decade. A variety of constantly evolving tools make classes highly interactive and engaging, including:

- Live meetings
- Collaboration forums
- Narrated graphic presentations
- Streaming video
- Podcasts
- Simulations

### Who Should Attend?

ECBLS students are appropriately experienced working professionals at companies whose products require regulatory approval, as well as firms that support such companies. These companies include medical device, pharmaceutical, biotechnology, medical implant and equipment/capital good firms, toxicology testing labs, regulatory advisors, medical product intellectual property practices, clean room manufacturers, health care insurers, distributors and suppliers of raw materials.

### Tuition

Tuition for the ECBLS is $16,000. Applications received by June 30 will qualify for a $1,000 early application tuition reduction. Several payment options are available. Details can be found at kelley.iu.edu/cbls/certificate. Estimated costs for books and course materials: $500. Participants will also be financially responsible for travel and lodging costs for the opening six-day in-residence course and the two-day capstone in-residence.
Are You Qualified?

To qualify for the ECBLS program, students must:

- Have earned at least a BA or BS degree from an accredited four-year institution
- Have at least four years of work experience
- Be comfortable working with numbers and financial concepts
- Show potential for broader management responsibility

Sponsoring companies must confirm their candidates meet these criteria in a formal endorsement that accompanies applications to the program. Individuals applying without a company affiliation will be asked to confirm that they meet the criteria, along with professional references accompanying the application. References will be checked following an interview with Kelley Executive Partners staff.

Diversity in Backgrounds, Roles and Geography: The ECBLS Student Profile: 2008 to 2014

Students bring diverse life sciences experience to the program. While the majority hold technical roles in research and development, manufacturing, quality assurance, engineering and clinical or regulatory affairs, many of our students come from IT, business development, marketing, medicine, human resources and finance. A number have participated from offshore locations. Regardless of background, the ECBLS program increases each participant’s acumen in the business side of the life sciences.

By the Numbers

<table>
<thead>
<tr>
<th>Participants to date</th>
<th>142 students from 36 companies</th>
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<tbody>
<tr>
<td>Industry sectors</td>
<td>Pharmaceuticals, Disposable Medical Devices, Contract Research, Diagnostics, Animal Health, Biotech, Orthopedics, Distribution and Healthcare Insurers</td>
</tr>
<tr>
<td>Company size</td>
<td>Industry leaders, as well as start-ups and smaller firms</td>
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<tr>
<td>Industry experience</td>
<td>2 to 30 years</td>
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<tr>
<td>Joined the industry within the past 3 years</td>
<td>15%</td>
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How the ECBLS Serves Long Term Company Needs

In many life science companies, industry knowledge is an attribute needed for employee advancement. The Executive Certificate in the Business of Life Sciences establishes a well-defined path to obtain this industry knowledge.

The ECBLS provides industry-specific business acumen so employers can add bench strength through employees who can reinforce a business unit management team or take on general management roles. The ECBLS takes less time, and costs less, than an MBA. This is especially relevant for individuals already holding advanced degrees in technical areas. The ECBLS allows companies to show selected employees how much they are valued by investing in their education.
IS THIS YOUR YEAR TO MOVE AHEAD?

CONTACT US

To learn more about the ECBLS program:
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