

# Kelley Executive Certificate in the Business of Life Sciences

Is this your year to move ahead?



## THE ECBLS MEANS BUSINESS

- TAILORED TO THE INDUSTRY
- UNIQUE DELIVERY
- CROSS-INDUSTRY NETWORKING
- BUILT FOR THE WORKING PROFESSIONAL



**KELLEY**  
SCHOOL OF 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 of time to gain those in-depth skills.

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 enables people to learn the business of life sciences from one of the most respected 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.

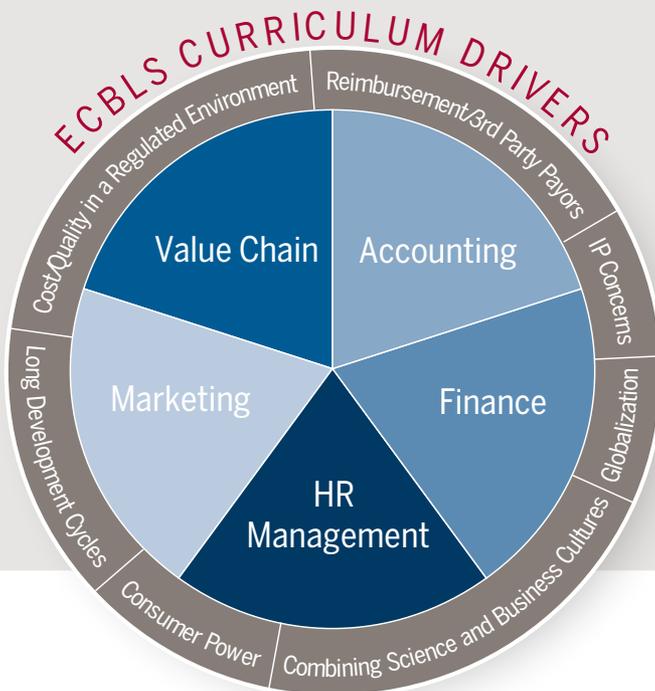
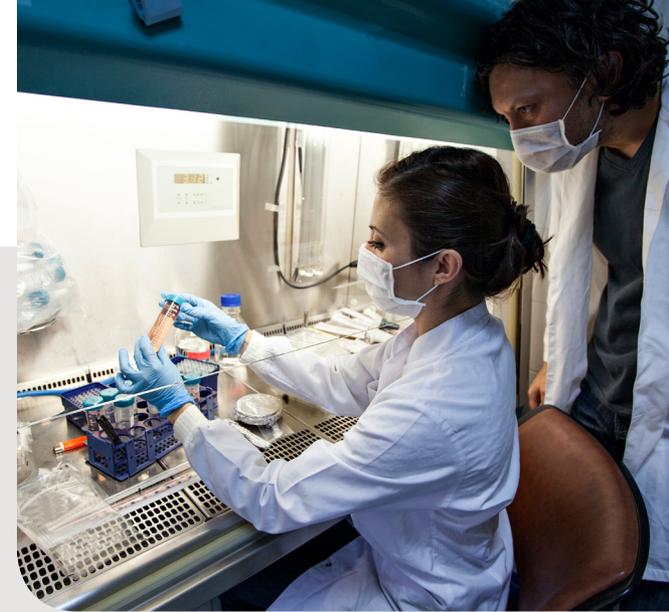
### View from past participants

*"I enjoyed the Value Chain in Healthcare course immensely and found much of what we discussed to be very fascinating information. I'm passing one of my texts to a colleague to broaden his perspective a bit! Thank you for keeping this interesting, making me think, relating this to my job, and helping me learn the perspectives of my peers."*

# Program Overview

The ECBLS is delivered in an **innovative blended format** that employs both in-residence and online learning modes. Getting under way in the late summer and continuing for 11 months, the program kicks off in Bloomington, Indiana, with a weeklong, 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 Leadership Perspectives, Talent Management, & Organizational Change (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 (10 weeks online and 2 days in-residence)

Students take these courses sequentially.

# The Courses: Your Steps to Success

## **Leadership Perspectives, Talent Management, & Organizational Change** (6 days in-residence)

This graduate-level course presents strategies for effectively leading others to optimal performance in complex and dynamic work environments. Students will explore core leadership principles, challenges, and traps as they confirm/define their own leadership presence and develop skills to best leverage human capital in their organizations. *Special emphasis will be placed on initiating and managing organizational change. Life science cases, examples, and discussions will address issues related to motivating a diverse workforce, team management of technical talent, leadership in multidisciplinary and matrixed settings, and responding to rapidly evolving conditions in both internal and external environments.*

## **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.*



### **View from past participants**

*“The biggest benefit of the Leadership Perspectives, Talent Management, and Organizational Change course is that it prompted me to consider, even if only briefly or temporarily, awareness and influencing your peers the right way. This has benefits both at home and work.”*



## **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** (10 weeks online, 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**

*"For the first time in 10 years with my company, I actually opened our annual report today as soon as our CEO sent out the email. I'm still going through the entire 150 pages carefully. Your goal of making your students not ambivalent about accounting worked. That was made clear to me today."*

# Respected Faculty

Courses are taught by the Kelley School of Business faculty, recognized globally for their research and teaching expertise. Recent honors, rankings, and recognitions have included:

**#1 Online MBA**, *U.S. News & World Report*, 2019

**#1 Online MS**, *U.S. News & World Report*, 2019

**#1 Online MBA**, *The Princeton Review*, 2019

# 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 20 years. 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 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, healthcare 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 [gokelley.iu.edu/ecbls](http://gokelley.iu.edu/ecbls).

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 Education staff.

## ECBLS Student Profile: 2008 to 2018

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, each participant increases his or her acumen in the business side of the life sciences with the ECBLS program.

## By the Numbers

<b>Participants to date</b>	More than 200 from 47 companies
<b>Industry sectors</b>	Pharmaceuticals, Disposable Medical Devices, Contract Research, Diagnostics, Animal Health, Biotech, Orthopedics, Distribution, and Healthcare Insurers
<b>Company size</b>	Industry leaders, as well as start-ups and smaller firms
<b>Industry experience</b>	2 to 30 years
<b>Joined the industry within the past 3 years</b>	15%

## Serving Long-Term Company Needs

In many life science companies, industry knowledge is necessary for employee advancement. The ECBLS 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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