

# Master in Biotechnology Management



Bridging the worlds of science and business

# Master in Biotechnology Management

The biotechnology revolution brought about by the recent advances in the life sciences is transforming our society at an ever increasing pace- no wonder many are already calling the 21st century the Century of Biotechnology. From agricultural and environmental to pharmaceutical and healthcare products and services, the industrial sectors and institutions emerging from the biotech revolution represent one of the largest and most steadily growing building blocks of the global economy. Their social impact is overwhelming, generating tremendous progress in quality of life, but also strong reactions that need responsible management based on solid ethical principles.

Ever increasing scientific complexity, tight regulatory oversight, long development times, unusual market structures and highly unpredictable outcomes; the challenges that biotech management must face are

shaped by these constraints within which the industry evolves. Businesses that succeed in this field are those that have found the right people capable of integrating management of core business areas with the management of very specific issues in areas such as R&D, intellectual property, or regulatory affairs and the solutions for financing and business development that this industry continues to devise.

The Master in Biotechnology Management has been designed to provide you with the skills and techniques necessary to face these challenges and seek the growing number of opportunities to be found in the biotech sector. This rigorous program combines a firm grounding in general business knowledge with coverage of the key issues that are specific to the Biotech sector, to help you excel in any undertaking within the industries and institutions in the field.

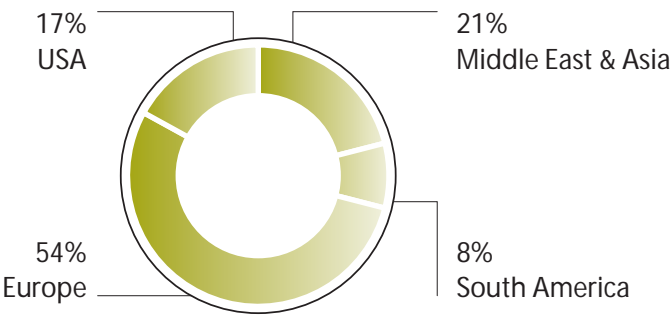
## Who is the program designed for?

IE 's Master in Biotechnology Management has been designed for those professionals interested in improving their understanding of the biotech industry and their effectiveness in operating and decision-making within this sector. Students are coming to the program from a wide range of backgrounds:

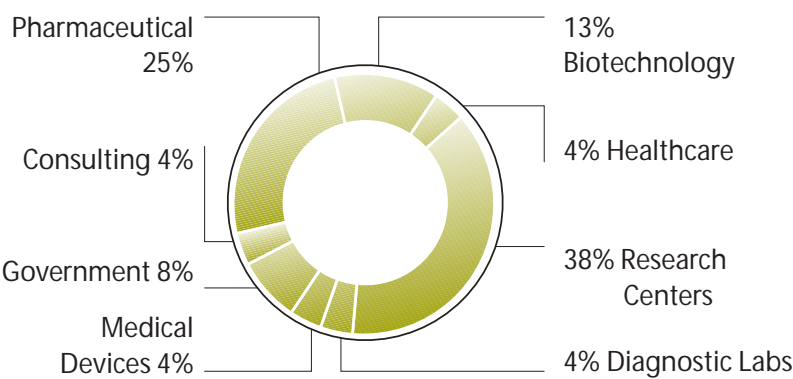
- Experts with a science engineering technology background and, pharmaceutical or medical professionals seeking to undertake management positions in biotech firms.
- Professionals from diverse backgrounds (financial, legal, commercial, human resources) seeking to enter the biotech sector, engage biotech clients or understand biotech-related projects and investments.
- Managers newly appointed to positions within R&D, business development, marketing, investment or consulting, functions who need an intensive immersion into the intricacies of the sector.
- Officials from academic or public sector institutions needing a broad understanding of the biotech industry.
- Entrepreneurial individuals striving to create and manage their own business in a field related to the biotech sector.

IE is internationally renowned for its diversity. Indeed, it is amongst the most culturally-diverse business schools in the world with truly global faculty and alumni from more than 85 different countries. The program admits only exceptional and culturally diverse individuals from which to learn.

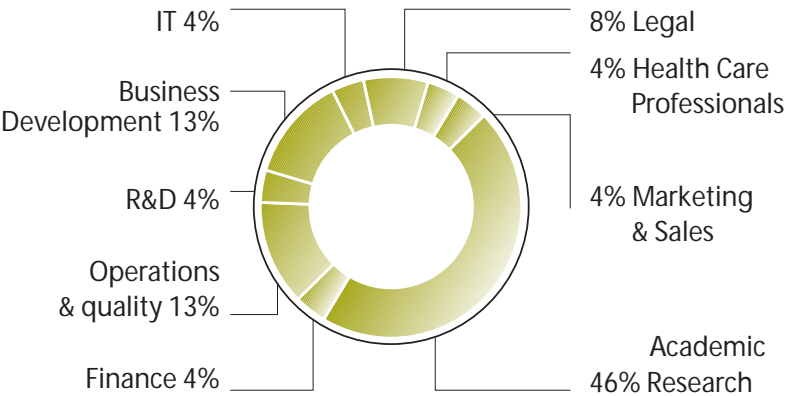
Geographic Origin



Industry Sector



Functional Areas





# Key facts

Participant Profile	Driven and experienced professionals wanting to develop the competencies required to take up new responsibilities in management and be prepared to succeed with new projects in the biotechnology sector
Degree Awarded	Participants will be awarded a degree in Master in Biotechnology Management, with the general management disciplines of an MBA and with specialized courses in biotechnology.
Format	The program alternates short and intensive residential periods with extended off-campus periods. The residential periods will be held in Madrid and Boston.
Start Date	February-March
Duration	13 months
International Recognition	The Economist Intelligence Unit has awarded IE Business School's online programs the number 2 position worldwide in their annual ranking. IE Business School has consistently been placed among the top 10 positions globally in rankings published by such respected sources as the Financial Times, , Business Week etc.
Learn through	<ul style="list-style-type: none"><li>• A proven online methodology</li><li>• Interaction with a world-class faculty</li><li>• Lively discussion with an international peer group</li><li>• Case-study method analysis</li><li>• Company visits</li><li>• Conferences with experienced industry professionals</li><li>• World Awareness Seminars and Leadership Workshops</li><li>• Group projects and assignments</li><li>• Final business plan/ project presentation and defense.</li></ul>



*“...I chose IE for the quality of education and world class reputation. The Master in Biotechnology Management is a unique program that is specialized in Biotech/Life sciences area, accelerated - 13 month study-, and taught by renowned faculty and accredited globally.*

*There are plenty of opportunities to network with class mates, faculty, industry experts, IE alumni and social groups. For instance, my class mates demonstrate superb talent pool and diverse experience from working under various industries, disciplines and geographies. My class mates are a great resource for networking.*

*Initially, the online experience was a little different from that of traditional class room discussions. But once I got the hang of it, I'm thoroughly enjoying it. The online forum has been a great medium to express my point of view. The professors are very resourceful and they ensure that the online topics/discussions elevate our levels of thinking and knowledge.*

*I really value the IE case methodology style of education. It is like a three tier approach to learning. Individual preparation helps me to understand contents. Then peer discussions help me understand the content with a different perspective. Lastly, engaging with professors and class collectively has been very useful to analyze situations better and provide workable solutions...”*



◀ **Testimonial of Giri Anand**  
Master in Biotechnology Management 2008  
Sales Specialist, Merck and Co. USA

# Program overview and methodology

We have created for you a stimulating learning environment bringing together a world-class international faculty of experts and leaders in biotech with a highly qualified group of students, providing you with both a solid foundation in core management subjects and a specialized focus on the biotechnology business

The methodology reflects today's international business environment, where cross-cultural teams of people work on global projects while living in and travelling all over the world. The methodology we use allows you to follow the program without interrupting your professional obligations for extended periods of time in order to pursue a truly great learning experience regardless of your geographic location. Lasting 13 months and starting in February/ March, the program is divided in two semesters, organized in three on-campus/ face-to-face periods each lasting between one and two weeks, and two online/ off-campus periods. In both semesters the program combines core business subjects with specialized biotech courses

## Face-to-face periods

The on-campus periods will be held at the beginning, in the middle and at the end of the program. These face-to-face periods will provide you with the competencies and skills that require physical presence and that you will need to become a successful business leader and will help you to establish close links and build a network with your peers and professors

## MADRID

The program starts and ends with the residential periods at our Madrid campus. The first residential period offers a valuable opportunity to get to know your fellow students and the professors and start the courses of the first semester. Students will also attend workshops focused on skill-building activities including the critical Leadership Workshop and get used to the online platform and Case Study Method as well as attend the first conferences in the World Awareness series.

The last face-to-face period held in Madrid rounds up the program. During this two week period you will finish the courses of the second semester curriculum and take assessment tests to consolidate the work covered over the course of this period. You will also present and defend the Business Plan to launch a new idea for the biotech market. You will be working on it as your Final Master's Degree Project, where you will be able to apply your newly acquired business know-how. At the end of the period the Graduation Ceremony will close the

program, but not your links to the network of students and professors, your permanent membership to the IE alumni network and your sense of belonging to a global community of over 37,000 alumni.

## BOSTON

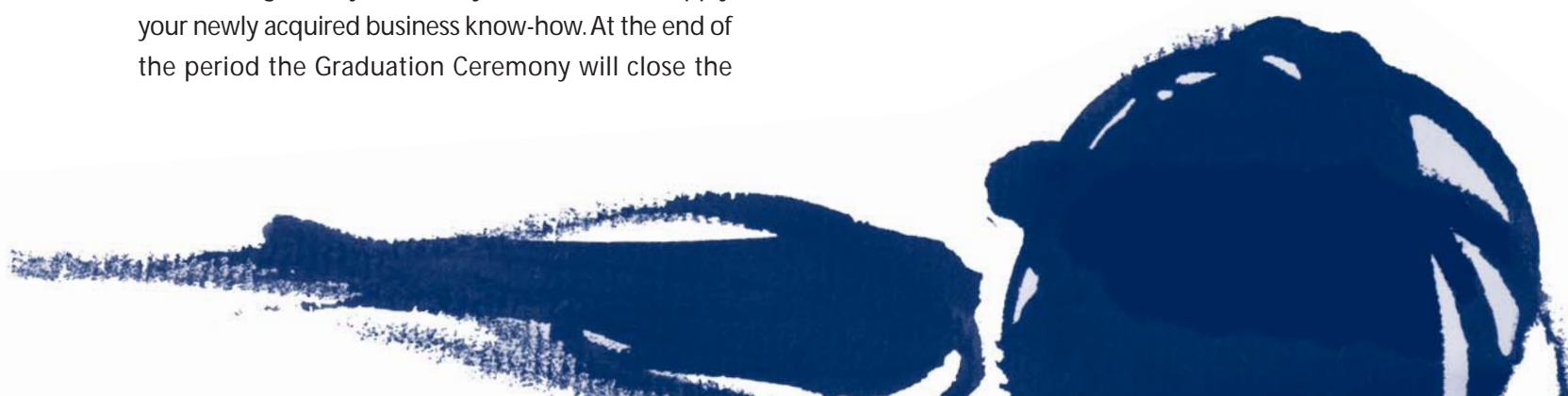
To help reinforce the link with the real world provided by the analysis of business cases, the second face-to-face period will be held in Boston, with the world's largest density of biotech and pharma companies. Boston is home to a wealth of prestigious universities, and advanced research centers with a long history in the creation of business from science and technology and the international headquarters of many of the sector's leading companies. To provide you with a 360° vision of the biotech industry we visit the most relevant companies, interacting and networking with their top executives, and attending a series of conferences on the latest challenges and opportunities in the industry. In past editions students in the program took advantage of the opportunity to visit companies such as Genzyme, Novartis, Infinity Pharmaceuticals, as well as attending lectures by scholars from Harvard Business School and other institutions of higher learning.

## ONLINE PERIODS

The Virtual Campus, active 24 hour per day, 7 days a week, is the fundamental point of convergence for the teacher-led online sessions, taking place in between the residential periods, allowing you to interact, exchange information and debate intensively practical cases with your peers and professors, creating strong and lasting relationships, while you are actively learning.

The courses initiated during the face-to-face periods, in Madrid and Boston, are continued online using IE's successful methodology based on the case study method. You will also participate in live videoconferences, held every two weeks, where you will be in contact with experts in the biotech field providing you with updated information about this sector.

Our methodology promotes continuous communication between professors and students, while maintaining the flexibility which is so central to the program. Intensive communication, and a methodology that hinges on participation, guarantees a high level of motivation and commitment to the program.



# World leading faculty

This master's degree program is designed and taught by IE Business School's international faculty, exceptional educators, researchers and business people with highly diverse personal and professional profiles.

With their considerable industry experience in some of the world's leading biotech corporations and being engaged in consulting projects and other activities, the faculty remains in constant touch with new business developments and know how to help the program participants develop their full potential.

The program´s professors take a pivotal role in guiding your development, whilst the methodology maintains your enthusiasm, interest, and commitment at every stage.

## Frank Lexa

A.B. in Biology, Harvard University.  
M.S. in Physiology & Medicine, Stanford University.  
M.B.A. The Wharton School, University of Pennsylvania.  
Adjunct Professor of Marketing, The Wharton School of the University of Pennsylvania-Graduate Division.

## Claire Bastien

M.D. – Ph.D. (Paris / France).  
Master in Finances for non Financial Executives, IE Business School  
Master in Strategic Marketing, INSEAD.  
Business Unit Director Spain - Abraxis Bioscience

## Florian Eckhardt

Ph.D. & Master in Biology, Universität Freiburg  
International Executive MBA, IE Business School  
Business Developer for New Technologies, BRAHMS AG, Hennigsdorf

## Piyush Unalkat

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International MBA, IE Business School  
Investment Manager, European Investment Fund (Madrid / Luxembourg)

## Dirk Büscher

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International Executive MBA, IE Business School  
Vice President Research Cellerix SA, Spain.

## Alfonso Lopez de la Osa

PhD. in Public Law, Université de Paris-I Panthéon-Sorbonne.  
Associate Professor, Department of Administrative Law, Universidad Complutense de Madrid.  
Advisor and Consultant in Health, Pharmaceutical and Medical Law.

## Manuel Garcia Goñi

Ph.D., Economics, Boston University.  
M.A. in Political Economy, Boston University.  
B.A. in Business and Economics, Universidad de Navarra.  
Assistant Professor. Department of Applied Economics. Universidad Complutense de Madrid.

## Andres Ballesteros

LL.M. in Banking, Corporate and Finance Law , Fordham University School of Law, New York, USA  
International MBA. IE Business School  
General Manager, Vivia Biotech, Madrid, Spain

## Jeremy Whitty

MSc. in Pharmaceutical Technology, Trinity College Dublin.  
Global MBA, IE Business School  
Course Director of MSc. in Pharmaceutical Medicine, Hibernia College

## Gustavo Fuster Olaguibel

Degree in Pharmacy, Universidad Complutense de Madrid.  
Master Degree in Biotechnology, Aliter Business School.  
Patent Director, Pons Patentes y Marcas.  
Intellectual Property Director, Genetrix, Spain.

## Tamara Lewicki

M.D. in Pharmaceutical Sciences, Universidad Complutense de Madrid.  
Manager Regulatory Affairs Spain & Portugal, Quintiles Spain.

## Carlos Vicente

MBA, IE Business School  
Master Degree in Agronomical Engineering, ETSI Agrónomos, Madrid  
Biotechnology, Government, Industry & Public Affairs Lead for Spain & Portugal, Monsanto

## Speakers

### Vicki Sato

PhD, Harvard University  
Professor of Management Practice at Harvard Business School.  
Professor of the Practice in the Department of Molecular and Cell Biology, Harvard University.  
Business advisor to companies in the biotechnology and pharmaceutical industries.

### Jorge Boldrini

MBA - Manchester Business School - United Kingdom.  
Bs in Business Administration, Universidad Católica Argentina.  
Business Unit Director, Primary Care - Eli Lilly Mexico.

### Richard Hammermesh

Expert in Entrepreneurial Management in the Healthcare field at Harvard Business School

### Nítida Pastor

European Director for Baby Infant (?) Food Marketing, Bristol Myers Squibb

### Daniel Behr

Director of Business Development of the Office of Technology Development at Harvard Business School

### Steve Israel

Managing Director of Korn/Ferry's Biotechnology Practice.

### Tarek Hussein

Founding President & CEO, QCAN International Inc.

# Program Structure

First Period		Second Period	
1st Face to Face Period <b>Madrid</b> 2 weeks	Online Period	2nd Face to Face Period <b>Boston</b> 1 week	Second Online Period
February/March	February-September	September	September-March
	<b>General Management Courses:</b>		<b>General Management Courses</b>
	Cost Accounting and Management Control		Organizational Behavior and Human Resources Management
	Financial Accounting		Information Systems Fundamentals
	Fundamentals of Finance		
	Competitive Strategy		
	<b>Specialized Courses:</b>		<b>Specialized Courses</b>
	Biotech Industry Fundamentals		Intellectual Property in the Life Sciences Industry
	Legal Issues in Global Business		Regulation of the Life Sciences Industry
	Marketing and Sales for the Biomedical Market		Business Development in the Life Sciences
	Operations and Quality in the Life Sciences		Innovation and R&D Management in the Life Sciences
	Economic Environment and the Economics of Healthcare		Finance and Global Life Sciences Business
			Strategy Implementation & Uncertainty Management
			Global Entrepreneurship in the Life Sciences
			CSR & Stakeholder Communications Management
	World Awareness Seminars & Leadership Workshops		
	Industry Specialized Conferences		

*We have identified that there is a consensus in the biotechnology sector, and among the analysts worldwide, that one of the main issues in developing the biotech sector as a global industry, is the requirement for new talent management. The levels of complexity and uncertainty are always increasing in this sector and this really calls for a crucial ability to manage interdisciplinary group teams and people from different backgrounds, putting them all together into a functional group able to manage these complex business units. I believe a master like this can really prepare professionals for bridging the world of the complex science, and its technical and regulatory aspects, with the business' world.*



## Rubén Henríquez

Academic Director  
CEO of Laboratoris Sanifit Ph.D. in Molecular Cell Biology (The Rockefeller University, New York)  
PhD in Molecular Cell Biology  
MS in Chemistry (Universidad Complutense, Madrid)  
International Executive MBA (IE Business School)  
With experience in both academic and industry R&D and management positions in international biotech industry.



# Your Application - Process and Requirements

## PART 1 Selection Criteria:

IE's selection process emphasizes leadership potential, strong academic ability, personal qualities and competencies. We are looking for candidates with team work, leadership and/or managerial experience, people skills and a proven academic record. A background in the science or technology basis of the industry can be helpful but is not necessary for admission. The admissions committee will consider the following criteria when assessing applicants:

- A bachelor's or higher degree from an accredited college or university, (not necessarily in a field related to business or biotech)

- Demonstrated professional experience, preferably with team work and /or leadership experience and managerial responsibilities

- A complete application including all supporting documents

Please note: Since the program is conducted in English, a good working knowledge of English is essential. We might ask you to submit evidence of your proficiency such as the TOEFL examination. Additionally the admissions committee may require the GMAT/GRE/IE Admissions Test.

## PART 2: Apply online.

Visit our website and apply online.

[www.master-biotech.ie.edu](http://www.master-biotech.ie.edu)

## Contact

## the Master in Biotechnology Management Team

We would be happy to hear from you early in your decision process so that we can offer guidance and provide you with detailed information about the program and the admissions process. Please contact:

[admissions@ie.edu](mailto:admissions@ie.edu)

Phone: +34 91 568 96 10

Fax: +34 91 568 97 10

[www.master-biotech.ie.edu](http://www.master-biotech.ie.edu)

## Why a Master in Biotechnology Management at IE Business School?

### IE Business School Experience

IE Business School alumni form part of a 37,000 strong network spread over 95 countries across the world.

They share far more than a Master's degree. They share IE Business School experience - a life-changing experience in an international business school that is independent and diverse, where entrepreneurship and innovation form part of the day-to-day fabric, along with academic excellence, an unparalleled corporate network, and socially responsible vision.

### International Environment

Students at IE Business School enjoy a truly international atmosphere, with more than 80 nationalities on campus, and a faculty comprising 40% international professors.

### Academic Excellence

IE Business School is ranked by the international press as one of the best business schools in the world – among the top 5 in Europe and top 20 worldwide. IE Business School is also fully recognized by the three leading accreditation agencies in the business education arena: AACSB, EQUIS and AMBA, three prestigious institutions whose recognition guarantees the quality of business management training programs. This three-fold achievement is known in the sector as the "triple crown". IE Business is in permanent with business realities, as reflected in each level of the learning process.

IE Business School is in permanent contact with business realities, and this is reflected at every level of the learning process.

### Global Reach

IE Business School is truly international, not only in terms of student body and faculty, but also in the content of its programs. International rankings by Financial Times, The Economist or BusinessWeek place IE Business School among the five top business schools in Europe, and among leading schools worldwide for its MBA and Executive Education Programs.



### Innovative Methods

The Master in Biotech Management at IE Business School is a specialized 13-month master's program that offers the unique opportunity to pursue a highly valued degree from a prestigious international business school while working and without the need of relocation.

IE Business School's strong focus on entrepreneurship and innovation, combined with advanced training techniques guarantee that every participant will be part of the holistic IE Business School experience; an experience that goes way beyond the classroom and reaches the level of a complete, sophisticated and highly rewarding process that will open the doors to the rapidly growing and evolving world of the biotech industry for you.



For information about our events around the world: [www.ie.edu/events](http://www.ie.edu/events)



**IE Business School** would like to extend its deepest thanks to all those students, alumni, faculty members, and other parties who appear in this brochure.



**If you want to learn more about the program, our faculty and other IE initiatives:**

- Please contact our international offices: [www.ie.edu/offices](http://www.ie.edu/offices)
- Request the full brochure or more information at IE in Madrid:

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[admissions@ie.edu](mailto:admissions@ie.edu)  
[www.ie.edu](http://www.ie.edu)

- Download the pdf program: [www.ie.edu/programs](http://www.ie.edu/programs)

## **International Offices**

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