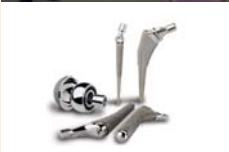
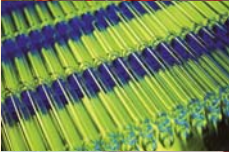


The Kelley Executive Certificate in the Business of Life Sciences



- **Learn the business of life sciences** from an elite, top-20 business school and increase your company's net worth.
- **Perform more effectively**, expand your career options and increase your growth potential within your company.
- **Take graduate level core business courses** tailored for the life sciences industry from world-renowned faculty in a format preferred by working professionals.
- **Increase your job satisfaction** and capabilities while building your professional network.
- **Fit an executive business education** into your schedule conveniently and cost-effectively.
- **Earn your Executive Certificate** in the Business of Life Sciences from the Kelley School of Business in less than a year!

Background

The Kelley School of Business continues its strong commitment to the life sciences industry by offering an Executive Certificate in the Business of Life Sciences (ECBLS). This Kelley Executive Partners program allows working professionals — engineers, researchers and scientists, product managers, logisticians, HR generalists and attorneys — to conveniently and cost-effectively learn the business side of life sciences using the same, proven method of learning honed in the school's highly acclaimed Kelley Direct online MBA program.

Why Earn a Certificate?

Upon completion of the ECBLS program, students will realize numerous advantages immediately. They will:

- gain command of the key concepts, vocabulary, theories and trends required to succeed in a highly complex, diverse and changing industry.
- possess an increased ability to impact company performance due to greater understanding of all the “moving parts” of a business.
- be able to take on new and more challenging roles and assignments due to their broadened perspective.
- build a wide network of industry contacts to draw upon when evaluating new business opportunities and solving problems.
- gain a competitive edge through rigorous coursework and association with a world-class institution.

Who Should Attend?



The ECBLS has been created for individuals at companies whose products require regulatory approval in order to be sold, as well as firms which support such companies. Examples include, but are not limited to: pharmaceutical, medical device, biotechnology, medical implant and equipment/capital goods firms, toxicology testing labs, regulatory advisors, medical products intellectual property practices, clean room manufacturers and raw material suppliers.

As the life sciences industry continues to expand, there is an increasing need for management talent. The ECBLS prepares the following individuals to meet this need:

- Engineers and scientists currently employed in the life sciences industry
- Other professionals newly employed in the industry, e.g. brand managers, attorneys, HR generalists

- Individuals employed at firms supporting the life sciences, e.g. intellectual property attorneys, regulatory consultants, managers at raw material suppliers
- Professionals with other work experience interested in joining the industry.

The ECBLS is designed for individuals located in areas not convenient to an accredited business school as well as those not necessarily having the time or the inclination to pursue a full-length MBA program. It is especially suitable for busy executives on the go – a laptop is all that is needed to stay connected to the online courses.

Fall 2008 Class Profile

Twenty-six students came from fourteen companies – industry leaders as well as start-ups and smaller firms – including representatives from the pharmaceutical, orthopedic and diagnostic sectors. While the majority hold technical roles in production, quality assurance, research & development, engineering and regulatory affairs, the career paths of the remaining include information technology, business development, corporate communications and finance. Industry experience ranged from two to twenty-five years. Two students are based outside the continental United States.

Who Qualifies?

To qualify for the ECBLS program, students should:

- hold at least a Bachelor of Science or Bachelor of Arts degree from an accredited four-year institution
- be comfortable dealing with numbers and financial concepts
- have at least 4 years of work experience
- show the potential for broader management responsibility.



Program Overview

The Executive Certificate program consists of courses — offered as core subjects in a typical MBA program — that have been modified to incorporate life sciences content, cases and examples. The courses are delivered in a unique “blended format” which uses both in-residence and online learning modes.

The program is taught by members of the world-renowned Kelley faculty. The school's programs are consistently ranked among the world's elite, faculty members are internationally recognized for their teaching and thought leadership, and businesses worldwide hire its highly qualified graduates. From start to finish, the program lasts eleven months.

The program begins with a two-day in-residence experience providing an overview, introduction to the faculty and a tutorial of the Kelley Direct online system as well as the opportunity for students to form work groups and begin building their industry network.

Following is a series of five courses that run sequentially:

The Value Chain in Healthcare (10 weeks online)

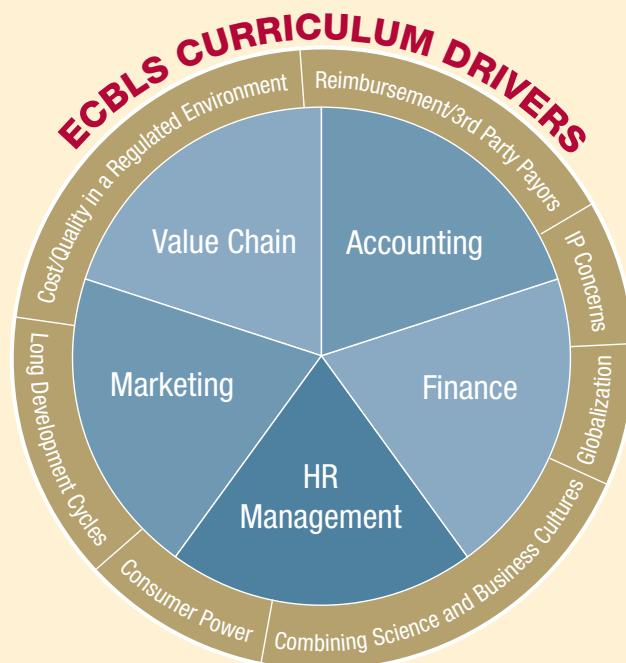
This course presents an overview of the economic foundations of the life sciences and healthcare value chain. In the course, students will grasp the idea of a business value chain with attention to underlying economic principles, and then apply those concepts to a specific segment of the life sciences or healthcare industries. *Special attention is devoted to the ramifications of the regulatory and reimbursement approval processes, 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 replicating actual business decision-making situations commonly encountered in (and by) life sciences companies. *A special life sciences focus includes accounting for research & development expenses, alternative ways 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.*



Management of Organizations and Human Resources

(7 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 managerial 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.*

Marketing Management and Strategy in Life Sciences

(10 weeks online)

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. *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.*

Kelley Direct: How does it work?

- The ANGEL course management system. ANGEL is a simple, yet powerful software system that allows Kelley's highly-acclaimed faculty to easily facilitate their classes.
- Multiple teaching tools. Kelley's faculty earned their high rankings because they adapt their teaching style and techniques to the course material, their students, and the medium in which they teach. As a result of Kelley's ten years of online teaching experience, professors use a variety of teaching techniques, including:
 - Streaming Video
 - Discussion Forums
 - Narrated PowerPoint Slides
 - Computer Enhanced Live Meetings
 - Podcasts
 - Simulations

To see a demonstration of ANGEL and Kelley Direct's innovative online instruction, visit http://files.kd.iu.edu/public/demo_final_a.wmv.

Executive Certificate in the Business of Life Sciences Program Schedule 2009-2010

Program Introduction

Sept 20 - 22 (in Indianapolis)

MGT626 Value Chain in Health Care

Sept 28 – Dec 5 (online)

ACCTG 696 Accounting for Executives in the Life Sciences

Dec 14 – Feb 27 (online)

BA615 Strategic Financial Management

Mar 8 – May 15 (online)

BA601 Management of Organizations and Human Resources

Jun 6 - 12 (in Indianapolis, Bloomington and several sites around the state)

BA655 Marketing Management and Strategy in Life Sciences

Jun 21 – Aug 28 (online)



For More Information

Visit

www.kelley.iu.edu/CBLS/Certificate

or contact us directly at:

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INDIANA UNIVERSITY

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