



# International Executive MBA in Life Sciences



**BIOTECHNOLOGY  
BUSINESS INSTITUTE**  
CAMBRIDGE





The Biotechnology Business Institute Cambridge and typically referred to as the BBI Cambridge facilitates career development opportunities for aspiring business development executives by key stakeholders from the biotechnology sector and the pharmaceutical industry worldwide. Our core focus is on commercialising Life Sciences opportunities and helping executives develop a better understanding the latest developments in treating diseases and conditions with unmet medical needs.

## **Specialised Corporate Development**

We help academic research scientists, technology transfer offices and early-stage, biotechnology-based companies, who are seeking to increase their international network and develop business opportunities across the breadth of the Life Sciences' ecosystem.

## **Management and Talent Development in the Business of Life Sciences**

BBI Cambridge has over 160 academics and industry experts, coming from more than 20 countries, who cover the key management topics across the Life Sciences' industry. Our course covers corporate finance, market access and healthcare economics, as well as preclinical and clinical regulatory requirements. Further modules cover medical technologies, technology transfer and entrepreneurship, organisational behaviour and developing an understanding of global strategies for new drug approvals, as well as the effective commercialisation of other related Life Sciences' technologies.



## What is your Career Development Strategy?

Our commercial experience in Biotechnology and Life Sciences enables more business-minded scientists and clinicians enter into this growing industrial sector each year.

We help our students develop a clear vision of their career progression into more senior positions. By using their new skills and practical experiences from our panel of experts, our executive educational system helps our students develop their personal networks with some of the best institutions, companies and national healthcare systems with established international reputations.

## International Business Institute

The Biotechnology Business Institute Cambridge is an established international academic institution focused on delivering bespoke **executive education in management for business-focused life scientists**. We help accelerate career development into higher management positions in the biopharmaceutical industry and across the wider Life Sciences sector. We offer professional and practical development programmes based on the most relevant **areas of effective management practice** across the rapidly growing and evolving Life Sciences' industrial sector.



A **global educational network** of internationally recognised business professionals forms the core of the experienced teaching staff, who offer practical and personalised attention to our students during our programmes. The lecturers ensure a **high standard of teaching** with a focus on the practical applications of business principles based on personal experience. The broad curriculum provides full immersion into drug discovery processes, Life Sciences' research and wider healthcare management issues.

## The Life Sciences Industry

The Life Sciences industry represents one of the most important economic sectors worldwide. The sector applies biology and related medical technologies **to improve human health outcomes through the application of biopharmaceuticals, medical technologies, genomics, diagnostics and digital health.**

**Why now?** The Life Sciences' sector is at an inflection point for rapid disruptive change. To prepare for the future and remain relevant in the ever-evolving business development landscape, biopharmaceutical and medical technology organisations will be looking for new ways to create value and respond to unmet medical needs in a rapidly involving world. A new generation of management is needed to drive and implement this change.



## General Information

Credits - 90 ECTS Eq. / European Credits Equivalent,  
180 CAT / UK Credits Equivalent

Admission Process: Open all year

Language - English

Price - £ 10,900

Postgraduate Programme Intakes: January, April & September

Core online teaching sessions are scheduled from Tuesday to Thursday (inclusive) from 16:30 to 18:00 GMT or BST.

## EMBA Objectives

The learning objective of this executive programme is to acquire a deep understanding in the Life Sciences' commercial ecosystem for developing **innovation**. In particular, the business interactions between academia, the biotechnology sector and the established pharmaceutical industry are analysed from a global perspective to understand how they deliver new treatments for patients.

The Biotechnology Business Institute's programmes offer professional career development options, based on the most relevant **areas of management** to the Life Sciences industry. The different specialisations in the course provide an individual career perspective for each student, while working in groups provides an interactive perspective of working across the Life Sciences' ecosystem.



The programme is designed for professionals willing to experience a deep immersion into the sector and to develop new specialisations, which can help to further their **professional development** in the pharmaceutical industry and the biotechnology sector. The course is ideal for students looking to expand their contacts into international networks in the Life Sciences industry and who are keen to develop their career into more senior management positions.

## An Interactive Learning Network

Our online learning platform combines the main tools required to deliver the lectures and projects, as well as to maintain contact with the course lecturers and fellow students, who are based worldwide.

- Personal **File Management** Tool with student colleagues and teaching staff.
- Track your progression, **Qualifications** and check your **Personal Reviews**.
- **InMail** - and other **Notifications** related with the programmes.
- **Connect to your Calendar** - Connect with your daily basis and keep track on communications, evaluations, events, seminars.
- **Library** - access to reports books, presentations and background materials to expand your learning resources.



## Evaluation

The continuous programme evaluation process is based on two main frameworks: the **theoretical framework** and your personal **professional development**. During the academic year with mentoring by teaching staff, our students will have to develop a business plan, project or thesis based on a **real commercial need, often requiring the development of defensible intellectual property**.

## The Academic Programme

The academic curriculum is made up of three trimesters or terms that form the syllabus during a single academic year. Our students will acquire knowledge of technology transfer, scientific and regulatory development and the relevant international commercial dynamics of our sector.

The course will cover aspects of early-stage innovation through to the commercialisation of late-stage therapeutics and the implementation of medical and other Life Sciences' technologies. Students will acquire a global overview of the commercial interactions between the different stakeholders in the healthcare ecosystem and the operation of the value chain during the research and development process from the laboratory all the way through to the patient.

**Ha An Nguyen, Business Development at Fluidic Sciences, Ho Chi Minh city, Vietnam. BBI Alumni**

*"Completing this MBA has been a profound experience to me, notably for the invaluable network it provided and the comprehensive methodological approaches to building and managing life science and biotech businesses.*

*This experience has not just expanded my knowledge and understanding of the field, equipped me with the tools to navigate the complexities of this specific dynamic business, but the lecturers also motivated and empowered me to explore further professional opportunities and stretch beyond my boundaries.*

*I am now feel confident and ready to take on more roles and responsibilities following the completion of this program."*



## Career Assessment

As a student you will receive individual assessment. The students will be able to develop and acquire knowledge of responsibilities required in key roles in biotech-based companies, pharmaceutical industry and other related companies in the sector.

## Candidates

Our programmes are typically oriented towards BSc, MSc and PhD level scientists with a background in Life Sciences, who are passionate about the science but with a motivation towards commercialisation in the biotechnology sector and/or the pharmaceutical industry.

**Lea Strauß, Research Associate at University of the Bundeswehr Munich, Munich, Germany. BBI Alumni**



*The “The EMBA journey was a pivotal move for me, deepening my passion for life sciences. The program provided rich insights into startup narratives, the intricacies of clinical R&D management, and invaluable strategies for fundraising, team leadership, and successful exits.*

*The blend of life sciences and comprehensive management principles, tailored for pharmaceuticals, medtech, and biotechnology, made the experience truly comprehensive. I wholeheartedly recommend the EMBA program, where learning and network development converge. My heartfelt thanks to Mark, Juan, and Chris for their unwavering support and guidance.”<sup>o</sup>*

## 1ST TERM:

### UNDERSTANDING THE ECOSYSTEM. INNOVATION & RESEARCH MANAGEMENT

#### MODULE I. THE LIFE SCIENCES

##### COMMERCIAL ECOSYSTEM

**Subject 1.** Diversity of the Life Science Ecosystem

**Subject 2.** Pharmaceutical and Biotechnology Companies

**Subject 3.** Contract Research Organisations

**Subject 4.** Research Tools Companies

**Subject 5.** Life Sciences Beyond Healthcare

#### MODULE II. DRUG DISCOVERY AND REGULATORY DEVELOPMENT

**Subject 1.** Drug Discovery Process - Target Product Profile (TPP)

**Subject 2.** Regulatory Affairs. Drug Registration Dossiers for approval by FDA/EMA and other regulatory bodies

**Subject 3.** Preclinical and Clinical Development. Including New Chemical Entities & Biologics

**Subject 4.** Clinical Trial Design, Planning and Costs - GMP during drug development

**Subject 5.** Medical Devices - Regulatory Roadmaps and Clinical trials

#### MODULE III. MANAGEMENT IN RESEARCH & DEVELOPMENT

**Subject 1.** Intellectual Property & Portfolio Management

**Subject 2.** Managing People in Diverse Organisations

**Subject 3.** Funding of Life Science Companies

**Subject 4.** Financial Management of Life Science Companies

**Subject 5.** Career Pathways in Life Science Companies

## 2ND TERM

### BIOTECHNOLOGY BASED COMPANIES. ENTREPRENEURSHIP AND VENTURE VALUATION

#### MODULE IV. INTERNATIONAL BUSINESS ADMINISTRATION IN LIFESCIENCES

**Subject 1.** Public and Private Funding, Company Venture Valuation and Financial Models

**Subject 2.** Capital Raising Strategies, Due Diligence and Negotiations

**Subject 3.** Shareholders Agreements

**Subject 4.** Exit Strategy and ROI, Deal Structure and Milestones

**Subject 5.** Initial Public Offers IPO's, M&A vs Late-Stage Licensing

#### MODULE V. BUSINESS DEVELOPMENT & PORTFOLIO MANAGEMENT

**Subject 1.** Macro Economics - Company Profitability

**Subject 2.** Business Strategy, Portfolios & Product Life Cycle

**Subject 3.** Market Intelligence - Project Management

**Subject 4.** Early & Late-Stage Valuation

**Subject 5.** Licensing Deal Structure - Industry Agreements

#### MODULE VI. GLOBAL PROJECT MANAGEMENT

**Subject 1.** Global Portfolio Management, Project Life Cycle and Profit and Loss

**Subject 2.** Forecasting and Financial Planning. Financial Models and Risk Assessment

**Subject 3.** Global Commercial Training - Market Strategies Definition

**Subject 4.** GMP Regulations - Production & Distribution

**Subject 5.** Global Supply Chain - Strategic Alliances



## 3RD TERM

### THERAPEUTIC APPROACHES.

### GLOBAL PHARMACEUTICAL INDUSTRY

#### MODULE VII. GLOBAL MARKETING & MEDICAL

**Subject 1.** Global Brand plan - Strategy & Product Profile

**Subject 2.** Medical Marketing & Medical Scientific Liaison

**Subject 3.** Sales Force & Forecasting - Key Account Management

**Subject 4.** Marketing and Sales representative - Multichannel Marketing

**Subject 5.** Leading a Global Team - Brand Team Management

#### MODULE VIII. MARKET ACCESS & HEALTH ECONOMICS

**Subject 1.** Premium Price and Shared risks - Health Technology Assessments (HTA's), Reference Pricing

**Subject 2.** Budget Impact Analysis - QALY Adjustment and Price Negotiations

**Subject 3.** Market access roadmap and Opportunity prioritization - Global Market Access Strategy

**Subject 4.** Emerging Markets & Healthcare - Ethics in new drug approvals - Patient Advocacy

**Subject 5.** Government Affairs - Patients Associations and National Healthcare Systems

#### MODULE IX. THERAPEUTIC AREAS

##### UNMET MEDICAL NEED

**Subject 1.** Oncology - Central Nervous System

**Subject 2.** AI -Medical Devices - Digital Health - Medical Technologies

**Subject 3.** Infectious diseases - Cardiometabolic

**Subject 4.** Rare diseases

**Subject 5.** Cell & Gene Therapy



## Module X. Converting theory into practice

This final part of the course can take the form of a thesis, business plan or dissertation, whereby a specific project is developed to pull together the principles and processes taught in the previous modules into a single document or report.

Development of the final assignment project is typically though involvement with an early-stage research project being developed in a partner company or institution, but students are encouraged to come up some with their own ideas as well.

### Thesis, Graduation and Alumni Annual Dinner

As part of the Executive MBA experience, our candidates present their thesis projects to a senior team at AstraZeneca, alongside their academic tutors. This practical exercise allows participants to receive direct feedback from professionals with expertise in transactions, innovation pathways, and global strategic management.

We mark this occasion with our Annual Alumni Networking Dinner, where we celebrate the achievements of our candidates together with lecturers, alumni, collaborators, and partners in an evening dedicated to networking, recognition, and shared learning.

In collaboration with





## The Admissions Process

Our admissions process is based on three steps that you can follow wherever you are in your career and determine the most suitable time for you to engage. Our Admissions Committee performs a **rigorous but sensitive selection** of the candidates that apply to enter into the selection process. We have **limited number of places** to guarantee the quality of our educational model and our personal attention to our students' academic needs that may evolve during the course.

**Application Process.** Please start your application *via* our website through our candidate application portal. After the uploaded documents have been verified, the academic admissions director will be in contact with you. This will be to confirm your application has been received and the successful students will then be informed within a period of no longer than two weeks. If you do not meet the minimum academic standards requirements, you may still be eligible to enrol *via* our work experience entry route. For this route, we require evidence of relevant managerial or scientific experience. Each application will be considered on an individual basis, taking into consideration your motivation for joining the course, prior work experience and other relevant qualifications that demonstrate your potential and determination to successfully complete the programme.



From its foundation in Barcelona, the Biotechnology Business Institute (BBI) has set up the International EMBA course in Cambridge, UK. The Cambridge "phenomenon" is best described as an explosion of globally significant companies and innovations across bioscience, medicine, and technology over the past 50 years. Cambridge's thriving entrepreneurial ecosystem is an ideal location and virtual environment to draw from that experience. Our students will exploit this ecosystem to learn, develop and apply new business skills to their future careers.

The Biotechnology Business Institute Cambridge (BBI Cambridge Limited) is registered in the UK as a company limited by guarantee.

**Yves Serroen, Head Of Marketing & Communications at Biognosys, Zurich, Switzerland. BBI Alumni**



"The BBI EMBA program broadened my perspective on the life sciences ecosystem and complemented my commercial experience with deeper knowledge of R&D, IP, portfolio strategy, alliance management, corporate finance, and other critical aspects of the industry. The thesis project allowed me to apply and further elevate my expertise in precision medicine."

# Hear from our Alumni

**Carmen Georgescu, Commercial Director at Astellas Pharma HBR (Hungary, Bulgaria and Romania), Bucharest, Romania. BBI Alumni**

“After several roles with increasing responsibility and a couple of years of management experience, I felt the time was right to take my education to the next level, and the EMBA program was exactly what I was looking for.

The academic year at Biotechnology Business Institute, in Cambridge campus with mentoring by teaching staff, has allowed me to acquire a deep understanding in the Life Sciences commercial ecosystem, focused on innovation and the business interactions between biotechnology sector and the pharmaceutical industry. As well, it has been an excellent opportunity to increase my international network and expand my knowledge in the global Life Sciences corporate management industry.

To prepare for the future and remain relevant in the ever-advancing business development landscape, biopharmaceutical and medical technology organizations will be looking for new avenues and approaches to create value and promptly respond to the unmet medical needs in a rapidly evolving environment. Subsequently, a new generation of management is needed to drive and implement this change.”



**Chris Baldwin, Entrepreneur, Solutions Consultant at The Hyve, The Randstad, Netherlands. BBI Alumni**

“The Cambridge BBI global executive MBA was exactly what I needed in my professional development. It’s provided me a platform to climb to the next level in the Life Sciences industry with the structural thinking and overview needed to connect the dots and appreciate the entire drug and device development cycles from a crazy idea all the way to improving quality of life for patients.

This MBA was offered in a way that fitted my busy agenda and was highly flexible so I could participate and consume the content in a way that suited me. The quality of the lectures and content was superb with many amazing industry guests delivering valuable insights on their experiences and journeys through the life sciences journey.

This is a highly relevant and valuable global executive MBA that I would recommend to any life science professional wanting to break through in their career to the next level.”



# Hear from our Alumni

**Luisa Parejo, Technology Transfer Officer at CIC bioGUNE, Biscay, Basque Country, Spain. BBI Alumni**



“Completing the International EMBA has allowed me to develop my sector-specific knowledge across the Life Sciences commercial ecosystem. In particular, the course has helped me orient my professional career towards future management, business and investment opportunities. The MBA offered me the opportunity to access a range of interesting Biotech and Pharmaceutical companies across many applied research applications. I now have a clear vision of the rich variety the sector has to offer from a global perspective and its capability to deliver new treatments for patients.”

**Andy Armitage, Director Clinical Technology Solution Sales EMEA at IQVIA, London, United Kingdom. BBI Alumni**



“The Executive MBA in Life Sciences by BBI is cutting edge with a novel blend of insights, lectures, top class materials and industry leading sessions delivered by the course tutors. For students wanting to solidify their knowledge and experience in life sciences with a relevant MBA, look no further.

The MBA challenges and is thought provoking for students but BBI provide an environment where ideas can be exchanged making the course fun but a worthwhile learning experience. I would highly recommend going on the journey in education with BBI if you are interested in life sciences.”

**Pooja Datt, Research Manager, St Mark's Academic Institute (London, UK). Director & Founder, DynamIQ Limited, London, UK. BBI Alumni**



“The EMBA journey has been a game changer in my professional life. It has given me an in-depth knowledge of both scientific and business management in life-sciences sector. The curriculum is focused on multiple aspects of business development and management in the industry.

Course has also helped me to grow my professional network nationally as well as internationally as you get access to established faculty, scientists, business professionals in the healthcare, biotechnology and life-sciences space. There are ample opportunities to collaborate, learn, innovate and grow. I would highly recommend this course to anyone with a growth mindset. I would like to especially thank Juan Garcia, Chris Howie and Mark Treherne for their invaluable guidance and Tom Treherne for their support throughout the course.”

# An International outlook with Global Ambitions

## BBI Cambridge

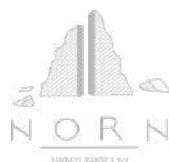


Our **Cambridge Campus** has broader remit across the entire Life Science's sector. Based at the new Bradfield Centre on the Cambridge Science Park, our experience can help develop your objectives of establishing a global network of contacts across the broader spectrum of opportunities in Life Sciences.

The Bradfield Centre, Cambridge Science Park, 184 Milton Road, Cambridge CB4 0GA | [info@bbicambridge.com](mailto:info@bbicambridge.com)

## In Collaboration with

As an active stakeholder in the Life Sciences sector the Biotechnology Business Institute of Cambridge develops synergies, collaborations and supports activities to grow our community and the overall Life Sciences ecosystem with different bioindustry associations and companies internationally.





**BIOTECHNOLOGY  
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## **Executive Education**

*Developing Global Leaders in Life Sciences*

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**Contact us:** [info@bbicambridge.com](mailto:info@bbicambridge.com)

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