

MEDICAL INDUSTRY SPECIALIZATION

Students interested in the medical industry can now complement their MBA education with a *medical industry specialization*. The Medical Industry Leadership Institute (MILI) provides opportunities for students to prepare for leadership track careers in functional areas of the medical industry including finance, marketing, consulting, operations, and information technology. Unparalleled industry and intellectual access pair with an experiential learning platform to shape our students and the industry into which they will step. Students earning a MILI specialization will become MILI Affiliates with access to faculty research, case studies, and industry alumni networks.

MEDICAL INDUSTRY SPECIALIZATION REQUIREMENTS

In addition to the Carlson School requirements, students interested in earning a medical industry specialization must complete:

1. MILI 6990: The Health Care Marketplace
2. An experiential learning option with work in the medical industry (see below)
3. One additional MILI course or other medical industry related elective (*For examples go to: www.carlsonschool.umn.edu/milicurriculum*)

EXPERIENTIAL LEARNING OPPORTUNITIES

Experiential learning is a distinguishing feature of Carlson's MBA program. For full-time MBA students, the medical industry is the focus of many of the experiential learning projects in the Carlson Enterprise programs (Brand, Consulting, Ventures, and Funds). Both full and part-time students can complete experiential learning opportunities in the Medical Industry Valuation Laboratory (MILI 6995), the Medical Technology Evaluation and Market Research (MILI 6589), and the New Product and Business Development (ENTR6041/OMS6061) courses. These experiential learning opportunities distinguish the Carlson MBA for multiple career goals.

	Industry Career Goal				
	<i>Medical Technology</i>	<i>Insurance</i>	<i>Consulting</i>	<i>Investment Banking</i>	<i>Delivery</i>
Brand Enterprise	X		X		X
Consulting Enterprise	X	X	X		X
Ventures Enterprise	X		X	X	X
Funds Enterprise	X	X	X	X	
Medical Industry Valuation Laboratory	X	X	X	X	
New Product & Business Development	X		X	X	X

MEDICAL INDUSTRY CURRICULUM

The Carlson School and other colleges at the University of Minnesota offer a wide variety of courses intended to enhance understanding of the medical industry and to prepare students for successful and rewarding careers. MBA electives focused on the medical industry include:

Course	Description
MILI 6421: Topics – Healthcare Law & Management Impact (2cr)	This course will survey fundamental healthcare laws that apply to a wide variety of healthcare businesses, and will assess their impact on those business’s strategy and operations. The goal is to enable current and prospective managers and leaders in the healthcare space to be aware of and thus able to proactively manage potential legal issues. (Spring – B term 5:45-9:05pm)
MILI 6235: Pharmaceutical Industry (2 cr)	Focusing on the unique characteristics of the pharmaceutical industry, including its market, regulation, and policy issues, this course leverages interdisciplinary perspectives and industry leader involvement to develop student skill sets. (Spring - B term 5:45-9:05 PM)
MILI 6562: Information Technology in Healthcare (2 cr)	This course provides a theoretical and conceptual base for managers, creators, and evaluators of health care information technology, including the application of current and evolving technology systems. Special attention is paid to the design and evaluation of common data structures. (Fall - B Term 5:45 -9:05 PM)
MILI 6589: Medical Technology Evaluation & Market Research (2 cr)	Leaders from medical industry companies participate in this hands-on experience in creating a value proposition for new medical technologies. <i>This course is also offered as a 2 cr. undergraduate seminar (MILI 5589).</i> (Spring 3:45-5:25 PM)
MILI 6726: Medical Device Industry: Business and Public Policy (3 cr)	This course, with the insight of industry leaders, addresses public-private sector interactions and the business, public policy, regulatory, and technology management issues that concern medical device and biotechnology companies. (Fall 5:45-8:15 PM)
MILI 6990: The Healthcare Marketplace (2 cr)	Survey of multitrillion dollar medical industry, this course covers physician and hospital services, insurance, pharmaceuticals, medical devices, information technology, and industry scale, interactions, opportunities, and barriers. (MILI5990) (Spring - A Term 5:45 -9:05 PM)
MILI 6991: Anatomy and Physiology for Managers (2 cr)	A basic overview of the medical vocabulary and physiology of major body systems for non-clinician managers, this course helps medical industry leaders gain facility with clinical practice and medical technology innovations. (Spring - B Term 5:45-9:05 PM)
MILI 6992: Healthcare Delivery Innovations: Optimizing Cost & Quality (2 cr)	Understand the various sites of healthcare delivery that exist in order to analyze how the components along the care continuum, currently fit together and more importantly explore how they can be reconfigured and re-engineered to create value. (Fall B Term 5:45-9:05 PM)
MILI 6995: Medical Industry Valuation Laboratory (2 cr)	Hands on experience in succinctly evaluating the value of a new technology by considering market size and potential, intellectual property, and return on investment. Intercollegiate teams create rapid production market analysis of promising medical technologies and services to determine potential for success in market. Teams consist of students from Carlson, CLA, CSE and AHC. Exposure to University innovations, venture firms, inventors. <i>This course is also offered by application only as a 2 cr. undergraduate semester-long seminar (MILI5995)</i> (Fall/Spring/Summer)