



**Karolinska
Institutet**

Course syllabus for

Business development, 6 credits

Affärsutveckling, 6 hp

This course has been cancelled, for further information see Transitional provisions in the last version of the syllabus.

Please note that the course syllabus is available in the following versions:

Spring2011 , Spring2013

Course code	4BP017
Course name	Business development
Credits	6 credits
Form of Education	Higher Education, study regulation 2007
Main field of study	Bioentrepreneurship
Level	AV - Second cycle
Grading scale	Pass with distinction, Pass, Fail
Department	Department of Learning, Informatics, Management and Ethics
Decided by	Programnämnd 7
Decision date	2010-10-26
Course syllabus valid from	Spring 2011

Specific entry requirements

Bachelor's degree or vocational degree worth at least 180 ECTS credits in biomedicine, biotechnology, cellular and molecular biology, medicine or equivalent. English language skills equivalent to English B at Swedish upper secondary school.

Objectives

The course covers the central role that business development has in the biomedical industry, as well as the complex interaction between science, technology, intellectual property, finance and business and the health care system and society at large as end users. The course further covers how these areas influence a company's business development strategies. **LEARNING OUTCOMES** After completing this course, the students will: -Understand more deeply the dynamic interactions and interdependency between a company and its existing or potential external partners -Understand how business intelligence methods can be used as tools for business development decision making -Understand the central role that business development plays for the biomedical industry -Understand the multitude of tasks addressed by the business development unit/department in a biomedical company including in- and out-licensing, Mergers and Acquisitions and various forms of collaboration with external partners -Be able to demonstrate understanding of how business development is influenced by company resources, science, technology, intellectual property, financial needs, business models, regulatory environment, market

demand and business intelligence -Understand and discuss the partnering process understanding of company assets, limitations and needs, identification and due diligence of potential partners or collaborators, the deal-making process including external due diligence of the company or project, valuation mechanisms, negotiations, relation-building and the term-sheet/contract process -Be able to describe and use basic project/company valuation methods -Understand deal-structures in terms of scope, duration, mile-stones and terms for contract discontinuation -Understand and discuss the importance of alliance management -Understand and discuss the importance of strategic communication internally and externally to optimally position the company -Analyse and discuss issues related to company size, stage and focus area. -Clearly communicate and discuss how the business plan can be used as a tool for communicating the business idea, value proposition and unique values of a company -Be able to use the understanding of how an organisation can value, use and develop skills among employees and collaborators - Develop professional skills teamwork, project management and written as well as spoken forms of communication

Content

The course will contain the following elements: -Structure of, roles for and collaborations between different actors in the biomedical innovation system -Structure of the major industry sub-sectors, e.g. pharmaceuticals, biotechnology and medical device/equipment -Business intelligence -Roles for and models of business development -Licensing -Mergers and Aquisitions -Different forms of collaborations with other actors -Influence of internal and external factors on business development strategies -Valuation methods -The partnering process -Alliance management -Strategic communication internally, with partners, investors and the media -Professional skills training

Teaching methods

The course will consist of lectures, seminars and group as well as individual tasks, often in the form of case studies. These tasks may be oral as well as written. Literature seminars where both textbook content and journal articles are discussed are included.

Examination

The examination will be based on submitted assignments, oral presentations and a final written exam. Submitted assignments including oral presentations : Fail/Pass/Pass with distinction (70% of final grade) final written exam: Fail/Pass/Pass with distinction. (30% of final grade) Pass on all parts is required to receive final grades. Compulsory participation Presence at seminars and presentations is mandatory. The course director assesses if and, in that case, how absence can be compensated. Before the student has participated in all compulsory parts or compensated absence in accordance with the course director's instructions, the student's results for respective part will not be registered in LADOK. Limited number of examinations or practical training sessions Students who have not passed the regular examination are entitled to participate in five more examinations. If the student is not approved after four examinations, he/she is recommended to retake the course at the next regular course date, and may, after that, participate in two more examinations. If the student has failed six examinations/tests, no additional examination or new admission is provided. The number of times that the student has participated in one and the same examination is regarded as an examination session. Submission of a blank examination is regarded as an examination. An examination for which the student registered but not participated in, will not be counted as an examination.

Transitional provisions

After each course there will be at least 6 opportunities to sit the examination within a two-years period.

Other directives

The course language is English.

Literature and other teaching aids

Friedman

Best Practices in Biotechnology Business Development

Washington DC : Logos Press, 2008

ISBN:978-0-9734676-0-4

[Library search](#)