



**Karolinska
Institutet**

Course syllabus for

Business Development, 7.5 credits

Affärsutveckling, 7.5 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:

Autumn2014 , Autumn2016 , Autumn2018 , Autumn2019

Course code	4BP030
Course name	Business Development
Credits	7.5 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	Programme Committee 7
Decision date	2014-03-21
Revised by	Programme Committee 7
Last revision	2016-03-23
Course syllabus valid from	Autumn 2016

Specific entry requirements

A Bachelor's degree or a professional degree equivalent to a Swedish Bachelor's degree of at least 180 credits in health care, biomedicine, biology, cellular and molecular biology, pharmaceuticals, chemistry, medicine or biotechnology. English language skills equivalent to English B at Swedish upper secondary school.

Objectives

The course aims to give an understanding of the basics of business development in the life science industry, that is pharmaceuticals, medical technology and biotechnology.

Upon completion of the course, the student should be able to:

Regarding knowledge and understanding

- explain the basics of business development and identify situations where an organisation may need to initiate business development initiatives,
- describe the essential elements for successful alliances between companies and

external organisations active in the life science industry,

Regarding skills and ability

- apply basic methods of due diligence, valuing and business intelligence and competitor analysis,
- identify and analyse the processes that can lead to a deal,

Regarding judgement and approach

- critically assess and evaluate the ethical dimensions in business development.

Content

The course deals with the following themes:

- Background to why business development as a concept emerged
- Methods for business intelligence and competitor analysis
- Due diligence of projects and companies
- Valuation of projects and companies
- Negotiation, decision-making and contract design
- Sources of funding for business development
- Different partnerships pros and cons and the factors influencing the outcome of partnerships

Teaching methods

The course is at the master's level, where the students are assumed to be familiar with the most common study methods in higher education. The fundamental pedagogical view is based on entrepreneurial learning and requires an active student participation. The teaching consists of lectures, seminars case studies and assignments on group as well as individual levels.

Examination

The examination consists of

- a case essay (Fail/Pass/Pass with Distinction)
- a report from a group-project (Fail/Pass/Pass with Distinction) and the opposition on another groups report (Fail/Pass)
- an individual report (Fail/Pass/Pass with Distinction)
- a written examination (Fail/Pass/Pass with Distinction)

In order to pass the entire course all assignments need to get a pass. To get the grade Pass with Distinction on the entire course, you need to get a Pass with Distinction on the written examination as well as the grade Pass with Distinction on at least two of the following examinations: case essay, report from group project or individual report.

Compulsory participation

Participation at seminars and presentations is compulsory. 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.

Transitional provisions

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

Other directives

The course language is English.

A course evaluation will be conducted according to guidelines decided by the Board of Higher Education.

Oral evaluation in the form of course council meetings will be carried out during the course.

Literature and other teaching aids

Mandatory literature

Austin, Martin

Business Development for the Biotechnology and Pharmaceutical Industry

Ashgate Publishing Group, 2008

LIBRIS-ID:11739322

The course leader will assign further mandatory literature in the form of articles, reports, cases and lecture material.