



Course syllabus for

## **Business Development, 6 credits**

Affärsutveckling, 6 hp

This course syllabus is valid from autumn 2023.

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

[Autumn2021](#) , [Autumn2022](#) , [Autumn2023](#) , [Autumn2024](#)

Course code	4BP048
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	Fail (U), pass (G) or pass with distinction (VG)
Department	Department of Learning, Informatics, Management and Ethics
Decided by	Education committee LIME
Decision date	2021-04-19
Revised by	Education committee LIME
Last revision	2023-03-29
Course syllabus valid from	Autumn 2023

### **Specific entry requirements**

At least the grade Pass on the courses in Theory in bioentrepreneurship, Industrial Management, Communication in bioentrepreneurship 1, Market analysis, Communication in bioentrepreneurship 2 and Practical Placement 1 within the Master's programme in bioentrepreneurship.

### **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:

- explain the basics of business development and based on relevant models 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
- identify factors that affect the conditions for a sustainable business
- apply basic methods of due diligence, valuing and business intelligence and competitor analysis

- identify and analyse the processes that can lead to a deal
- critically assess and evaluate the ethical dimensions in business development.

## Content

The course deals with the following themes:

- 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 teaching consists of lectures, seminars, case studies and group as well as individual assignments.

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 active student participation.

### Compulsory participation

Participation in 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 the respective part will not be registered in Ladok.

## Examination

The examination consists of

- a team assignment (Fail/Pass)
- an individual assignment (Fail/Pass)
- an individual written exam (Fail/Pass/Pass with Distinction)

In order to get the grade "pass" on the whole course, the student must get the grade "Pass" on all examinations. To get the grade "Pass with distinction" on the whole course, the student must get the grade "Pass" on the team assignment and the individual assignment as well as the grade "Pass with distinction" on the written exam.

### A limited number of examinations

Students who have not passed the regular examination are entitled to participate in five more examinations. If the student has failed six examinations/tests, no additional examination or new admission is provided.

Participation in an examination is defined as an occasion on which a student attends an examination, even if the student submits a blank examination paper. If a student has registered to sit an examination but does not attend the examination, this is not defined as participation in the examination.

If there are special grounds or a need for adaptation for a student with a disability, the examiner may decide to deviate from the syllabus's regulations on the examination form, the number of examination opportunities, the possibility of supplementation or exemptions from the compulsory section/s of the course etc. Content and learning outcomes, as well as the level of expected skills, knowledge and abilities, may not be changed, removed or reduced.

## **Transitional provisions**

Examination will be provided during a time of two years after a possible cancellation of the course. Examination can take place according to an earlier literature list during a time of one year after the date when a major renewal of the literature list has been made.

## **Other directives**

The course language is English.

## **Literature and other teaching aids**

### **Mandatory literature**

*Austin, Martin*

**Business Development for the Biotechnology and Pharmaceutical Industry**

Ashgate Publishing Group, 2008

LIBRIS-ID:11739322

*We recommend that you use the e-book form 2016 instead.*

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