

Schedule Market analysis
 4BP042
 Fall 2022
 Course leader: Lena Hanson

Rev 0 221101

Day	Date	Time	Session	Theme	Lecturer	Venue
Tuesday	15 November	9-11	Lecture	General Course introduction and Group project intro	Karoline Stenning (KS) and Stephen Townsend (ST)	Inghesalen
Wednesday	16 November	9-11	Lecture	Market Analysis - Introduction to Key Concepts	KS and ST	John
Friday	18 November	12.00	Submission on Canvas*	Deadline - Group Contract		
Monday	21 November	9-12	Guest lecture	Market Analysis - Overview Action Plan in Life Science Industry Setting	Lena Kajland Wilén	Inghesalen
Monday	21 November	13-15	Workshop*	Need Analysis 1	Essam Sharaf (ES)	Inghesalen
Tuesday	22 November	9-11	Workshop*	Need Analysis 2	ES	Jacob Berzelius
Wednesday	23 November	9-11	Guest lecture	Market analysis - applications in the Pharma industry	Sebastian Lindholm	Eva and George Klein

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Wednesday	23 November	11-12	Q&A	Optional office hours	KS and ST	TBA
Thursday	24 November	13-17	Workshop	Game workshop - Fish Banks	Fia Andersson and KS and ST	David
Monday	28 November	All day	Life science conference (if registered)			
Tuesday	29 November	13-16	Guest lecture	Strategies and Forecasting	Dejan Muftic	Louis
Wednesday	30 November	9-11	Case seminar	Case Study	KS and ST	Atrium
Wednesday	30 November	11-12	Q&A	Optional office hours	KS and ST	TBA
Thursday	1 December	All day	Watch this video on Canvas	Life Science Market	Carl Johan Sundberg	
Monday	5 December	14-17	Coaching session	Need Analysis 3 - Group coaching/mentoring	ES and KS and ST	Zoom

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Wednesday	7 December	9.00-10	Exam*	Written Exam		Jacob Berzelius
Thursday	8 December	14-15	Q&A	Course council	KS and ST	
Monday	12 December	10-15	Workshop*	Observation in practice	Max Kleijberg	Humle in "A working Lab", Innomedicum
Wednesday	14 December	23.59	Exam*	Deadline - Individual Assignment		
Wednesday	14 December	11-12	Q&A	Optional office hours	KS and ST	TBA
Thursday	15 December	10-12	Workshop*	Ethics	Madelen Lek	Inghesalen

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Friday	16 December	13-16	Coaching session	Clinical needs project group coaching	ES and KS and ST	Zoom
Thursday	12 January 2023	9.00	Exam*	Deadline - Send Project Work to opposition group		
Friday	13 January 2023	9-15	Exam*	Project Work - Presentations and Oppositions	ES and Caroline Dahl	TBA
Sunday	15 January 2023		Exam*	Deadline - Project Work Final Report		

*Mandatory sessions (All workshops and seminars are considered mandatory sessions)

CD – Caroline Dahl
 CJS - Carl Johan Sundberg
 DM – Dejan Muftic, Global Project Manager at Novo Nordisk A/S
 ES - Essam Sharaf
 KS - Karoline Stenning
 LK- Lena Kajland Wilen, Director Business Unit Digital Pathology at ContextVision
 ML - Madelen Lek
 MK - Max Kleijberg

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SL - Sebastian Lindholm, Alliance & Brand Manager at Nordic Infucare

ST - Stephen Townsend