**Template for Detailed Course Description**

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| **Course Code** | BIOT 605 |
| **Course Title** | Business Entrepreneurship |
| **Credit Hours** | 1.00 |
| **Submitted By (Name of Faculty)** | Dr. Bushra Usman |

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**Elective Core Course**

**Course Description:**

This course examines the entrepreneurial process in biotechnology from idea generation through economic viability. Biotechnology companies take long time prior to becoming self-sustaining. The course will include an overview of the global biotechnology industry, idea generation, business plan formulation, intellectual property protection, funding, personnel management and company exits. This course is directed towards advanced students in biosciences or bioengineering. By starting their own virtual biotech company, students will be introduced to the steps needed to start and nurture a biotechnology company and they can create their businesses in medical devices and diagnostics, food, biofuels, biomaterials, pollution controls, and more.

**Students Learning Objectives:**

The student learning objectives include:

* To familiarize students with the scope of issues and decisions that managers in biotechnology face as their company progresses from its earliest stages to self-sustainability
* To give students the vocabulary to participate and contribute to the business side of scientific enterprises.
* To provide a general procedural road map for bioscience students who are interested in starting their own companies.

**Description of course topics**

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| Course Contents* Introduction and Overview of the Biotechnology Industry
* Coupling of entrepreneurship with scientific innovation.
* Starting a Company
* Formation of companies
* Team assessments and team motivation
* Assignment: Come prepared to deliver a 60 second pitch to a Venture Capitalist.
* Business Model Part I: the business model canvas Part II: biotechnology business models
* How to startup a Startup corporate structure (LLC, C-Corp, S-Corp, etc.) ownership
* Marketing Issues and Customer development assignment: be prepared to report on at least three customer interviews you conducted.
* Quiz
* Financial Statements
* Funding
* The funding process. Assignment: Students will consider funding strategy of their company.
* On what basis should the company decide how often and when to raise money?
* Exist Strategy
* Students presentations
* Case studies
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**List of Recommended Books**

• Craig Shimasaki, ed.: Biotechnology Entrepreneurship: Starting, Managing, and Leading Biotech Companies. Elsevier Inc., 2014. ISBN: 978-0-12-404730-3. Reading list is noted within course schedule

• Cynthia Robbins-Roth: From Alchemy to IPO: The Business of Biotechnology. Basic Books, 2001.

 • Jeffrey A. Timmons, Andrew Zacharakis, Stephen Spinelli: Business Plans That Work: A Guide for Small Business. McGraw Hill, 2004

. • John A. Tracy: How to Read a Financial Report: Wringing Vital Signs out of the Numbers. John Wiley & Sons, Hoboken, NJ. 2009

**Assessment Criteria**

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| **Session****Live Interactions on MOODLE AND ZOOM.US** | **Mid Paper/ Assignment****ONLINE** | **Final Project ONLINE** | **Total %** |
| **10**  | **30** | **60** | **100** |