



# *The Hebrew University of Jerusalem*

## *Syllabus*

### *FRON IDEA TO PRODUCT - BIOTECHNOLOGY IN ISRAEL - 71207*

*Last update 01-05-2014*

*HU Credits: 1*

*Degree/Cycle: 1st degree (Bachelor)*

*Responsible Department: Department of Entomology*

*Academic year: 2*

*Semester: 1st Semester*

*Teaching Languages: hebrew*

*Campus: Rehovot*

*Course/Module Coordinator: Dr. Yael Heifetz*

*Coordinator Email: [Yael.Heifetz@mail.huji.ac.il](mailto:Yael.Heifetz@mail.huji.ac.il)*

*Coordinator Office Hours: by appointment*

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Teaching Staff:

Dr. Yael Heifetz  
Gadi Riesenfeld

Course/Module description:

What are the characteristics of the Israeli biotech industry ? How to develop an good idea for an ensuring technology for Profitable business ? The workshop will bring together students with the biotech industry in Israel , and deepen their understanding of what entails leveraging of A good idea to business companies . During the workshop students will learn about the conditions and resources necessary for the development and commercialization an Idea for a product that is life sciences , understand the process from a conceptual idea to final production and marketing. Focus on Tales from " Israeli biotech companies development of drugs , medical equipment and plant materials represented by entrepreneurs , managers And scientists. also by co-conspirators such as venture capital firms patent attorneys .. These meetings will allow to draw the" Landscape " of the biotech industry in Israel.

Course/Module aims:

1. expousure of students to the biotech industry, what is a biotechnology company and how it works
2. Understanding the process of biotechnology product development and initial concept to a scientific invention
3. Provide tools for evaluating the profile of biotechnology companies

Learning outcomes - On successful completion of this module, students should be able to:

1. Explore the diversity of existing biotechnology companies in Israel and the rest of the world
2. Familiar with what is required to develop a research idea to a successful science technologies, products and business company.
3. Access and examine, in general, the technology that a biotechnology company presents.
4. Examine what is required in order to work in biotechnology

Attendance requirements(%):

100

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*Teaching arrangement and method of instruction: The workshop will include lecture / discussion, Biomed Conference in Tel Aviv, visiting biotech companies, presentation of the work done in the biotech companies and submission of executive summary*

*Course/Module Content:*

*introduction- the ideas and aims of the course  
what is a biotechnological company  
collplants  
kamada  
bio-bee  
gamida cell  
Biotechnology capital ventur  
Savyon Diagnostics Ltd  
bioMed convention  
presentations*

*Required Reading:*

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*Additional Reading Material:*

*Andrews, B. (2011) Personal profile: interview with Bill Andrews, Ph.D. Rejuvenation Res 14, 457-461.*

*Parida, D. K., Mehdiratta, R. & Saberwal, G. (2008) How many patents does a biopharmaceutical company need? Nat Biotechnol 26, 763-766.*

*Pisano, G. P. (2006) Can science be a business? Lessons from biotech. Harv Bus Rev 84, 114-124.*

*Ridley, W. P., Harrigan, G. G., Breeze, M. L., Nemeth, M. A., Sidhu, R. S. & Glenn, K. C. (2011) Evaluation of compositional equivalence for multitrait biotechnology crops. J Agric Food Chem 59, 5865-5876.*

*Villiger, R. & Bogdan, B. (2009) Licensing: pros and cons for biotech. Drug Discov*

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Today 14,  
227-230.

Course/Module evaluation:

End of year written/oral examination 0 %

Presentation 45 %

Participation in Tutorials 10 %

Project work 20 %

Assignments 0 %

Reports 0 %

Research project 0 %

Quizzes 0 %

Other 25 %

Additional information:

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