

The Hebrew University of Jerusalem

Syllabus

AN INTRODUCTION IN BIOTECHNOLOGY BUSINESS - 71217

Last update 08-09-2016

HU Credits: 2

Degree/Cycle: 1st degree (Bachelor)

Responsible Department: Plant Sciences in Agriculture -Special in Biotec

Academic year: 0

Semester: 2nd Semester

Teaching Languages: Hebrew

Campus: Rehovot

Course/Module Coordinator: Avishai Levy

Coordinator Email: levy.avishai@gmail.com

Coordinator Office Hours: by Appointment

Teaching Staff:

Avishai Levi

Course/Module description:

The course is designed to provide the students with some general understanding of bio/agro R&D Company. Special focus will be given to company strategy, Intellectual Property (IP) and Business Development (BD) activities. We will begin by discussing the motivation and social behavior that led to the emergence of the patent system. We will close the discussion by reviewing the globalization of IP protection (Paris convention and the Patent Cooperation Treaty "PCT") and how these tools can be used in a cost effective manner. We will proceed to talk about the development of business strategy, BD and the tactics - rationalization behind financing and designing a company's structure for an optimal fit. A basic outline of the corporate law and its influence on the company's structure and activity will be presented. The preview will also include a general review of the variety of finance sources available for R&D companies and their unique characteristics. This part will be concluded by some understanding of how all this and more is integrated to form a viable entity which executes the development of novel proprietary technology - be it novel therapeutics, biomarkers, genetically engineered plants or medical devices. The second part of the course will be dedicated to case studies. Case studies - of few selected mature public companies will be presented and analyzed during interactive discussions. Students will be given assignments to gather available information about the history of the companies and how they evolved over the years adopting their business model and products, using their IP, to the then-current market needs or trends.

Course/Module aims:

General understanding of biotech and agrotech compnay activities

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

A broad familiarity with the field in which biotech and agrotech companies operate biotech.

recognize the basic concepts and strategies related to the management of intellectual property, commercial law, confidentiality, R & D and Business Development

Attendance requirements(%):

80

*Teaching arrangement and method of instruction: Lectures, discussions.
assainments*

Course/Module Content:

Characteristics of Research and Development Corporation
Basic Concepts
Intellectual Property
An invention - what is it?
Patents - essence, international treaties, tactics and strategy
Commercial Law: company, shareholders etc.
Business Development
Funding
R & D Management
Crossinteractions between fields

Required Reading:

None

Additional Reading Material:

None

Grading Scheme:

Additional information:

None