

### Summary Information

Module Code	6106BCBMOL
Formal Module Title	Biotechnology Entrepreneurship
Owning School	Pharmacy & Biomolecular Sciences
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

### Teaching Responsibility

LJMU Schools involved in Delivery
Pharmacy & Biomolecular Sciences

### Learning Methods

Learning Method Type	Hours
Lecture	15
Tutorial	10
Workshop	30

### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-CTY	CTY	September	12 Weeks

### Aims and Outcomes

Aims	The aim of this module is to introduce students to the concept of entrepreneurship and commercialisation of biotechnology. The module will explore a range of activities, processes and concepts that are needed for new venture creation. The module will equip students with the knowledge and skills vital for communicating ideas and generating value in a knowledge based economy.
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Formulate a business plan for a chosen target applicable to the biotechnology industry.
MLO2	2	Evaluate personal skills and attributes applicable to entrepreneurial situations.
MLO3	3	Research, develop and communicate ideas based on knowledge of the new venture creation process.
MLO4	4	Create promotional items related to specific new product concepts.
MLO5	5	Demonstrate the ability to retrieve and evaluate information.

### Module Content

Outline Syllabus	Creative problem-solving and strategic thinking Business skills and awareness of industry trends Integrating science and business Evaluating ideas Understanding the product sector Evaluating a product's market potential Raising capital and sources Commercialisation of a product Licensing technologies IP / trademarks, patents Understanding of legal and regulatory matters, regulatory approval and compliance Business plan models Pitching to investors Marketing strategies Ethical practice Managing uncertainty / risk management Teamwork and conflict resolution Relationship-building and communication
Module Overview	The aim of this module is to introduce you to the concept of entrepreneurship and commercialisation of biotechnology. The module will explore a range of activities, processes and concepts that are needed for new venture creation. It will equip you with the knowledge and skills vital for communicating ideas and generating value in a knowledge based economy.
Additional Information	Workshops comprise various activities, including formal input, small group discussion, student presentation, evaluations of case studies, and interactive sessions with guest speakers. They are designed to develop an individual's team working, project planning, time management and transferrable skills. Tutorials will provide personal development planning support.

### Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Business plan	50	0	MLO1, MLO2, MLO3, MLO5
Presentation	Presentation	50	0	MLO3, MLO4, MLO5

### Module Contacts

**Module Leader**

Contact Name	Applies to all offerings	Offerings
Katie Evans	Yes	N/A

**Partner Module Team**

Contact Name	Applies to all offerings	Offerings
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