

Liverpool John Moores University

Title: BIOTECHNOLOGY ENTREPRENEURSHIP
Status: Definitive
Code: **6106BCBMOL** (126541)
Version Start Date: 01-08-2021

Owning School/Faculty: Pharmacy & Biomolecular Sciences
Teaching School/Faculty: Pharmacy & Biomolecular Sciences

Team	Leader
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Academic Level: FHEQ6
Credit Value: 20
Total Delivered Hours: 55
Total Learning Hours: 200
Private Study: 145

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	15
Tutorial	10
Workshop	30

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Proposal	Business plan	50	
Presentation	Pitch	Presentation of promotional material	50	

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.

Learning Outcomes

After completing the module the student should be able to:

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

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Business plan	1	2	3	5
Presentation	3	4	5	

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

Learning Activities

Lectures, Workshops, Tutorials.

Notes

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.