



COURSE DATASHEET

Semester:	2014/15/1
Course:	Bioindustry in the business world
Code:	VEMKBMB512B
Responsible department:	Research Institute on Bioengineering, Membrane Technology and Energetics
Department code:	MKBME
Responsible instructor:	dr. Béla Nándor Nemestóthy

Course objectives:

To introduce students into the business connecting to biotechnology and to utilisation of "intellectual property".

Course content:

1. Biotechnology, Areas in science and economy, history, from science to entrepreneur
2. Case studies, samples: huge corporations and innovative micro companies
3. The dawn of the biotechnological companies, Genentech, 1960-1980; business models in biotechnology
4. The first market appearance of biotechnological companies in the 1990s; the intellectual property as business value in biotechnology
5. The forms of intellectual properties in biotechnology. Discoveries in natural sciences as patents (differences - Japan, USA, EU)
6. The end of the first "bubble". Financing biotechnology, alternative business models
7. The second biotechnology bloom
8. Case studies: biotechnological business plans
9. The role of proposals in biotechnology. What time, what for to submit a proposal? Inland/EU project system, opportunities, barriers. Further systems (NIH)
10. Inland case studies, success stories and failures in innovative biotechnology (Solvo, fenold, CycloLab, thales NANO, labresearch)
11. International samples (Amgen, Genentech, Genzyme, UCB, Gilead Sciences, Serono, Biogen Idec, CSL, Cephalon, MedImmune)
12. Further case studies

Requirements, evaluation and grading:

One test in the semester is required for the signature.

One possibility to repeat the test.

Required and recommended readings:

Mark J. Ahn: Building the Case for Biotechnology: Management Case Studies in Science, Laws, Regulations,



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Required and recommended readings:

Politics, and Business, Logos Press 2010

Yali Friedman: Building Biotechnology: Business, Regulations, Patents, Law, Politics, Science Logos Press 2008

Klein Sándor - Dr. Szirmai Péter Üzleti tervezés - Üzleti gondokodás induló vállalkozások tervezése, EDGE 2000 Kft. 2010.