

ISSS Biotech Business

Contact hours

13

credit points

1

Lecturer

Prof. Dr. Francisco Vidal Barbosa
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Topics

learning outcomes:

- understand the importance of innovativeness, entrepreneurial spirit, and new technologies for sustainable business development
- differentiate between different types of start-ups and spin-offs
- get an overview about biotech industries and biotech markets
- evaluate the use of genetically modified organisms
- evaluate success factors in bio business
- explain investment opportunities

outline:

1. Innovation, Entrepreneurship and New Technologies
2. Start-Ups and Spin-Offs
3. The Biotechnology Market: Commercialization, Business opportunities and Trends;
4. Biotechnology Industry Facts
5. Biotechnology: Competitiveness and Commercialization
6. Agricultural Biotechnology: Genetically Modified Organisms
7. Critical Success Factors in Bio Business
8. Investing in Innovation
9. Entrepreneurship and Innovation

References

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Barbosa, F. V. *Biotecnologia e o comercio internacional: oportunidades, comercializacao e expansao*, ENANPAD, 2002.

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Ferrer, M., Thorsteinsdottir, H., Quach, U., Singer, P. A., Daar, A S. *The scientific muscle of Brazil's health biotechnology*. *Nature Biotechnology*, Vol. 22, supplement, Dec. 2006.

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Reiss, T. Success factors for biotechnology: lessons from Japan, Germany and Great Britain, *International Journal of Biotechnology*, Vol.3, Nos. 1, 2, pp.134-156, 2001.

Schott-Reverberi, S. *The BioValley Business model: from a high potential in basic research to the creation of new companies*, Workshop on basic research, Norway, 2001.

Watal, J. *Intellectual property and biotechnology: trade interests of developing countries*, *International Journal of Biotechnology*, vol.3, Nos. 1, 2, pp.168-183, 2001.

Teaching methods

- lectures
- discussions

Grading

written exam (60 minutes)

Teaching language

English