

Fall 2011

COURSE SYLLABUS

BADM XXXX – Biotechnology Entrepreneurship

Leeds School of Business, University of Colorado at Boulder

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Course materials on the [CULearn](#) website

CLASS DETAILS

Class	TBD
Room:	TBD
Office Hours:	TBD

COURSE DESCRIPTION. *Biotechnology Entrepreneurship* will provide a fundamental understanding of how to start, grow and exit a biotechnology company. The course will begin with an overview of the biotechnology industry, defined in its broadest sense, but the bulk of the course will focus primarily on the biopharmaceutical industry. The course work will step through the varied disciplines involved with starting (finding and evaluating science/technology, licensing the technology, writing a business plan, making a venture pitch, negotiating a term sheet), growing (hiring key employees, recruiting an executive team and board of directors, raising additional capital, developing a strategic plan, conducting drug development, navigating the regulatory maze, launching a drug) and exiting (preparing for and conducting an IPO, mergers and acquisitions, negotiating corporate partnerships) a biotechnology company. The course work will include lectures and discussions by industry experts.

COURSE OBJECTIVES. The goal of this course is to expose the student to real life examples and details of the disciplines required to start and grow a successful biopharmaceutical company. As large pharmaceutical companies struggle with achieving positive returns from their huge investments in drug discovery and development, they are progressively turning to biopharmaceutical entrepreneurs to fill their drug development pipelines. Participation in the creation and development of a successful biopharmaceutical company can offer a challenging, exciting and rewarding career. Questions that you will be able to answer after completing this course include:

- How do I determine if a technology can produce a successful product?
- How do I negotiate a license to the technology from the university and/or inventors?
- How do I go about getting funding the idea?
- How do I recruit and hire a professional team?
- How do I navigate the challenging regulatory path to product approval?
- When will I need a professional financial advisor (investment bank) and how do I hire one?
- How do I prepare for and conduct an initial public offering (IPO)?
- How do I launch a pharmaceutical drug?
- How do I develop and negotiate a corporate partnership?

PREREQUISITES. There are no formal prerequisites for this course other than a strong interest in participating in the creation and/or development of a biotechnology-based company. Students who will benefit from this course will be life science graduate students seeking to expand their understanding of the business aspects of biotechnology and business graduate students seeking to expand their understanding of the science-based disciplines and regulations of the biotechnology industry.

COURSE MATERIALS

- Textbook: None
- Assigned articles and readings will be used throughout the course.
- Recommended reading: Pisano, Gary P., *Science Business, The Promise, The Reality, and the Future of Biotech*. Harvard University Press, 2006.
- Optional background reference texts: Campbell, John J., *Understanding Pharma, A Primer on How Pharmaceutical Companies Really Work*. Pharmaceutical Institute, Inc., 2005.

ASSIGNMENTS. Specific details regarding course assignments will be provided in class.

- **Bio.** A short bio (<1 page) of yourself and your interests, particularly including your interests in topics related to biotechnology.
- **Readings.** A number of articles and papers are required for the course, the content of which will be discussed in class and may appear on exams.
- **Homework Assignments.** A number of problem sets will be assigned during the course to coincide with the material covered in class. These assignments will be neither collected nor graded. Solution sets will be subsequently posted so that students can check their own work. The homework assignments are intended to help students prepare for course exams.
- **Exams.** Two exams will be administered during the semester as shown on the course calendar.
 - 75 minutes in duration
 - Further details provided in class
- **Course Project.** Write a case study of a successful biotechnology company. The case study will identify key success factors. You may work in teams of up to 2 members, ideally pairing a business student with a life-science student.

GRADING. Depth, breadth, and quality of all work are expected to be commensurate with the standards of an internationally esteemed AAU research university. Points will be earned and grades awarded according to the following schedule:

Requirement	Total Possible	Expected Mean Scores
Class Participation*	250	225
Midterm Exam	250	225
Endterm Exam	250	225
Course Project	250	225
Total Points	1000	900

*The majority of the learning will occur in the classroom, therefore class attendance and active participation will be expected of all students.

Final grades will be assigned according to the following scale

A	930-1000 pts	C+	770-799
A-	900-929	C	730-769
B+	870-899	C-	700-729
B	830-869	D	650-699
B-	800-829	F	<650

COMMUNICATION. I read my emails every day and will make every effort to answer any queries within 24 hours (or faster). Course materials will be made available on the course website. Please feel free to come by during office hours or we can make an appointment.

CU POLICIES AND RULES OF CONDUCT

Honor Code. All students of the University of Colorado at Boulder are responsible for knowing and adhering to the academic integrity policy of the university. Violations of this policy may include cheating, plagiarism, aid of academic dishonesty, fabrication, lying, bribery, and threatening behavior. All incidents of academic misconduct shall be reported to the Honor Code Council (<http://honor@colorado.edu>; 303-725-2273). Students who are found to be in violation of the academic integrity policy will be subject to both academic sanctions from the faculty member and non-academic sanctions (including, but not limited to, university probation, suspension, or expulsion). Other information on the Honor Code can be found at <http://www.colorado.edu/policies/honor.html> and at <http://www.colorado.edu/academics/honorcode/>

Disabilities. If you qualify for accommodations because of a disability, please provide me with a letter from Disability Services in a timely manner so that your needs may be addressed. Disability Services determines accommodations based on documented disabilities. Contact: 303-492-8671, Willard 322, and <http://www.Colorado.EDU/disabilityservices>.

Religious Observances. Campus policy regarding religious observances requires that faculty make every effort to reasonably and fairly deal with all students who, because of religious obligations, have conflicts with scheduled exams, assignments or required attendance. Please let me know at the beginning of the semester that you will miss class because of religious observance so that appropriate accommodations can be made. See full details at http://www.colorado.edu/policies/fac_relig.html

Discrimination and Harassment. The University of Colorado at Boulder policy on Discrimination and Harassment, the University of Colorado policy on Sexual Harassment and the University of Colorado policy on Amorous Relationships apply to all students, staff and faculty. Any student, staff or faculty member who believes s/he has been the subject of discrimination or harassment based upon race, color, national origin, sex, age, disability, religion, sexual orientation, or veteran status should contact the Office of Discrimination and Harassment (ODH) at 303-492-2127 or the Office of Judicial Affairs at 303-492-5550. Information about the ODH, the above referenced policies and the campus resources available to assist individuals regarding discrimination or harassment can be obtained at <http://www.colorado.edu/odh>

Classroom Behavior. Students and faculty each have responsibility for maintaining an appropriate learning environment. Those who fail to adhere to such behavioral standards may be subject to

discipline. Professional courtesy and sensitivity are especially important with respect to individuals and topics dealing with differences of race, culture, religion, politics, sexual orientation, gender, gender variance, and nationalities. Class rosters are provided to the instructor with the student's legal name. I will gladly honor your request to address you by an alternate name or gender pronoun. Please advise me of this preference early in the semester so that I may make appropriate changes to my records. See policies at <http://www.colorado.edu/policies/classbehavior.html> and at http://www.colorado.edu/studentaffairs/judicialaffairs/code.html#student_code