The Business of Biotechnology
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January 30, February 6, and 13, 2013
12:00 PM – 3:00 PM
Location: R-108

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The goal of this workshop is to provide graduate students and postdoctoral fellows with knowledge pertaining to the scientific, political, legal and ethical issues that drives the advancement and innovation in medical biotechnology. This workshop will provide students with basic concepts and understanding of how the various drivers of medical biotechnology interact with one another and shape the business and finance of this industry and impact the growth of medical biotechnology companies. Students will be introduced to a host of scientific development, legal and ethical issues that shape the public view of the medical biotechnology and its applications.

The workshop will provide students with an historical perspective in the fast emerging medical biotechnology and the innovative processes that ensures the success of such endeavors. The workshop will also cover a host of topics that will provide the students with a springboard to develop their creative thinking and explore their ideas of new vision of medical biotechnology. The workshop will cover some of the following topics:

• History of Medical Biotechnology
• Sphere and influence of Medical Biotechnology on Advancement of Medicine
• Basic Characteristics of the Medical Biotechnology; The four segments:
  o Pharmaceutical
  o Medical Biotechnology
  o Diagnostic
  o Medical Devices
• Drivers of Medical Biotechnology
  o Scientific innovations & Entrepreneurship
  o Political and Social Progress
  o Legal and Ethical Developments
• Intellectual Properties; Use & Protection
• Domains of Medical Biotechnology; Public & Private Sector partnerships
• Stages of Growth and Development of Medical Biotechnology
• Research & Development in Medical Biotechnology
• Innovation and Entrepreneurship in Medical Biotechnology
• Business Models in Biotechnology
• Marketing of Medical Biotechnology

Please plan on attending all sessions. For more details, or to sign up, contact Caitlin Sleasman, sleasman@bu.edu. This workshop can accommodate 25 students only, so hurry and reserve your seat now!