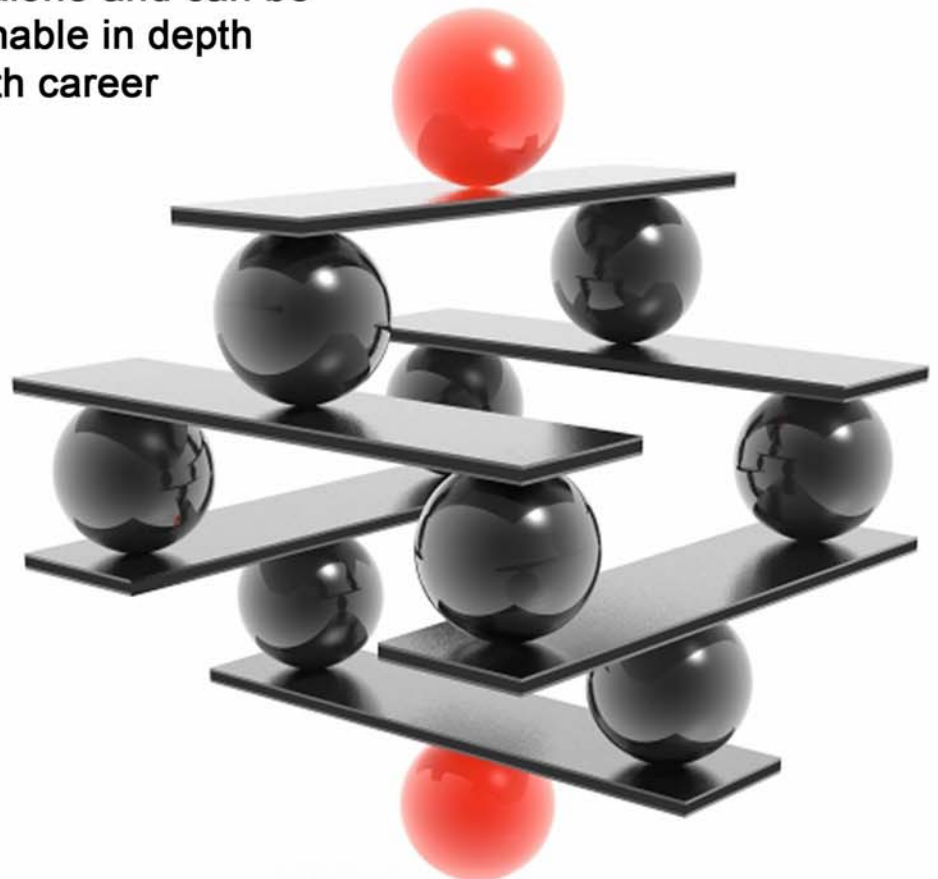


# MSc Course in Business Development & Licensing

In 2008, The first accredited MSc course in Pharmaceutical Business Development and Licensing was launched by the Pharmaceutical Licensing Group and The University of Manchester.

The course is run on a distance learning basis and comprises eight individual modules.

Each module stands alone and can be taken separately to enable in depth learning in parallel with career development.



# MSc Course in Business Development & Licensing

The 8 modules are :

## Industry

### Introduction to the Healthcare Industry

This introductory module provides an overview of the industry with specific reference to the role of business development. The module includes units on the structure and dynamics of the industry, R&D and drug discovery and development including basic regulatory concepts. It addresses company strategies and the external factors which impact on the industry's future.

## Business Development Operations

### Business Development Operations

This module will cover the key operational areas within business development and licensing. There are units on portfolio management, partnering process, due diligence, project management and deal implementation. This unit also focuses on technology transfer issues and the role of alliance managers.

## Finance

### Financial Aspects of Business Development and Licensing

The finance module covers basic financial and accounting concepts and the key tools required for financial modelling of deals. The units in this module include valuation techniques, building sales forecasts, cash flow forecasts and risk management

## Legal

### Legal Issues in Business Development Contracts

This module covers basic legal concepts, contract law and the key legal aspects required to support the negotiation and conclusion of agreements in business development. The unit covers all types of agreements as well as fundamental issues such as product development, marketing, performance, competition law and product liability.

## Inter-Personal Skills

### Negotiation and Interpersonal Skills

This module will address the development of the interpersonal skills required for successful pharmaceutical business development. Particular emphasis will be placed on developing negotiation and communication skills and expertise. Units will cover organisational cultures and behaviour, national and corporate cultural issues will also be addressed.

## Marketing

### Marketing and Commercialisation

This module covers all aspects of national and international commercialisation of products and technologies. Starting with marketing strategies, other units address market intelligence and competition, marketing and promotion, pricing, generics, parallel imports and commercial deals e.g. co-promotion.

## Intellectual Property

### Intellectual Property Rights

This module covers all aspects of Intellectual Property rights. Although more emphasis may be placed on patents and know how, the module includes trade marks, trade secrets, design and copyright.

## R&D and Production

### Research & Development and Manufacturing

This module covers R&D from drug discovery to clinical development and primary and secondary manufacturing and QA/QC. There are also sections on biopharmaceutical manufacturing and business development deals related to R&D and manufacturing.