

**MSc/Diploma/Certificate/Module credit  
in Pharmaceutical Business  
Development & Licensing**



The Pharmaceutical Licensing Group has introduced a new modular, distance learning MSc course in Business Development and Licensing which is part of the University of Manchester's PIAT programme. This course offers a range of modules which can be studied sequentially to secure a full MSc qualification.

Initially, there will be a range of eight modules, each accounting for 15 M-level credits. The modules will each comprise 150 hours study, consisting of 10 direct contact hours, 70 hours directed [distance] learning and 70 hours individual private study. It is intended that each module will run on a distance learning basis supported by a full time tutorial course which is supplemented with directed projects and guided reading lists. Each individual module covers both theoretical and practical aspects using industry case studies.

To receive a postgraduate Certificate, students need to succeed in four [4] modules from a choice of eight basic modules. For an MSc qualification, this requires successfully completing all eight modules with an additional requirement for a 60 credit Research Project. Completing the eight modules alone will merit a post-graduate Diploma. Each module will carry CPD recognition.

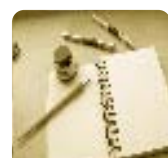
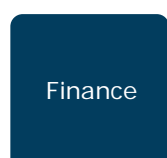
The modules will be run by two course leaders, an industry business development professional in parallel with a University staff member. Entry requirements for this course are an appropriate degree or relevant industrial experience of not less than three years.

This course will be of interest not only to business development executives in the pharma and biotech industries but also to people who work in adjacent disciplines such as project management, market intelligence, legal, finance and marketing.

The cost of each module will be approximately £1,235 which will include course materials and attendance at lectures and workshops but excludes accommodation.

For further details or a course prospectus contact :—

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# MSc/Diploma/Certificate/Module credit in Pharmaceutical Business Development & Licensing

## Industry

### **Introduction to the Healthcare Industry**

This introductory module will provide 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, 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 will cover basic financial concepts and the key tools required for financial modelling of deals. The other units in this module will include valuation techniques, building sales forecasts, current deal trends and the management of risk.

## Legal

### **Legal Issues in Business Development Contracts**

This module covers the key legal aspects required to support the negotiation and conclusion of agreements in business development. The unit will cover all type 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 will cover all aspects of national and international commercialisation of products and technologies. Starting with market intelligence, other units will address competition, pricing, generics, parallel imports and marketing strategies.

## 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 the business development issues arising from both the R&D and manufacturing areas of operation. This includes a review of the business development deals from research alliances, supply agreements and outsourcing.