Announcement “Biotechnology Entrepreneurship” (Bachelor and Master Business Administration)

Biotechnology is a propelling force in a number of society’s grand challenges including engineering better molecules and devices to improve human health, metabolic engineering for the production of sustainable fuels and chemicals, and plant biotechnology for biofortification and crop pest resistance. This course is for those interested in the translation of medical/life science research into applied products, the commercialization of all technologies, and the development of early stage companies; it is for all future technology-based entrepreneurs. The course provides real-world experience in the translation of technologies (not only bio but also innovative ideas from all technologies) for students interested in exploring idea generation and technology transfer. This course is based on components developed in Harvard University’s and Stanford University’s research and applied collaborations to provide insights and frameworks into the most important aspects of technology-based company formation and development.

During the course, students self-assemble into small company teams to develop a mock business formation around their chosen biotechnology or drug target, such as a protein or molecular pathway that has commercial promise. This commercialization environment – the microeconomic and strategic conditions faced by technology-based firm that is translating an “idea” to a product – gives the students experience in determining the most effective commercialization strategy leading to market success, the process for bringing technology innovations to the market.

Registration for the course of Associate Professor William J. Lekse is possible for the specialization in business administration (Bachelor and Master) via the Campus Online System. The course will be given as block course from May 16th until May 18th 2017.

Please note that a registration is compulsory!

Further information will be provided on the eLearning-platform.

Gez. BWL VI,
10th of May 2017