BT1502

Introduction to Bio-Business

Course Handbook
2016-17
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Cover image:
Confocal micrograph of fluorescently labelled HeLa cells.
Nuclei are labelled in blue, tubulin in green and actin fibres in red.

Courtesy of:
Kevin Mackenzie
Microscopy and Histology Core Facility
Institute of Medical Sciences
University of Aberdeen
http://www.abdn.ac.uk/ims/microscopy-histology
Course Summary
The course is designed to introduce students to the basic concepts of business and how this can be used in conjunction with their scientific training. For students in College of Life Science and Medicine the business component will concentrate on models relating to commercialisation of science and technology.

Course Aims & Learning Outcomes
At the end of the course the student will:

1. Understand the concept and language of business
2. Understand the process of commercialisation of scientific ideas
3. Understand how business outcomes are strongly influenced by commercial deliverables rather than simply the quality of scientific endeavour.
4. The students will gain insight into the way risk and cost is managed against the very large potential revenues that could be generated from a successful drug pipeline.

Course Teaching Staff
Course Co-ordinator(s):
Professor Heather M. Wallace (ext. 7956) h.m.wallace@abdn.ac.uk

Other Staff:
- Professor Andy J Porter (AJP)
- Dr Ann Lewendon (AL), Research and Innovation

Assessments & Examinations
The course will be assessed by continuous assessment (100%). All assignments will be marked on the common grading scale (CGS, copy attached).

Continuous Assessment
- One essay; one presentation.

Resit Examination
- One written paper of 2 hours with 2 questions to be answered out of 4. Students must pass the written resit examination.

There are 2 assignments in the course:
Assessment 1: One 1000 word essay. Bio-business essay covering the basics of business opportunities

Assessment 2: Students will prepare a presentation that describes a life science technology of their choice. The emphasis within the presentation will be to “sell” the commercial opportunity offered by the chosen technology rather than simply a delivery of the science.

**Hand-in Dates**

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Hand-in Date</th>
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</thead>
<tbody>
<tr>
<td>Essay</td>
<td>16th March 2017</td>
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<tr>
<td></td>
<td>(hand-in via email to <a href="mailto:h.m.wallace@abdn.ac.uk">h.m.wallace@abdn.ac.uk</a>)</td>
</tr>
<tr>
<td>Presentation</td>
<td>9th March 2017</td>
</tr>
</tbody>
</table>

**Class Representatives**

We value students’ opinions in regard to enhancing the quality of teaching and its delivery; therefore in conjunction with the Students’ Association we support the Class Representative system.

In the School of Medicine, Medical Sciences and Nutrition we operate a system of course representatives, who are elected from within each course. Any student registered within a course that wishes to represent a given group of students can stand for election as a class representative. You will be informed when the elections for class representative will take place.

**What will it involve?**

It will involve speaking to your fellow students about the course you represent. This can include any comments that they may have. You will attend a Staff-Student Liaison Committee and you should represent the views and concerns of the students within this meeting. As a representative you will also be able to contribute to the agenda. You will then feedback to the students after this meeting with any actions that are being taken.

**Training**

Training for class representatives will be run by the Students Association. Training will take place within each half-session. For more information about the Class representative system visit [www.ausa.org.uk](http://www.ausa.org.uk) or email the VP Education & Employability [vped@abdn.ac.uk](mailto:vped@abdn.ac.uk). Class representatives are also eligible to undertake the STAR (Students Taking Active Roles) Award with further information about this co-curricular award being available at: [www.abdn.ac.uk/careers](http://www.abdn.ac.uk/careers).
Problems with Coursework

If students have difficulties with any part of the course that they cannot cope with alone they should notify the course coordinator immediately. If the problem relates to the subject matter general advice would be to contact the member of staff who is teaching that part of the course. Students with registered disabilities should contact Mrs Jenna Reynolds (j.reynolds@abdn.ac.uk) in the School Office (based in the IMS, Foresterhill), or Mrs Sheila Jones (s.jones@abdn.ac.uk) in the Old Aberdeen office associated with the teaching laboratories, to ensure that the appropriate facilities have been made available. Otherwise, you are strongly encouraged to contact any of the following as you see appropriate:

- Course student representatives
- Course co-ordinator
- Convenor of the Medical Sciences Staff/Student Liaison Committee (Prof Gordon McEwan)
- Personal Tutor
- Medical Sciences Disabilities Co-ordinator (Dr Derryck Shewan)

All staff are based at Foresterhill and we strongly encourage the use of email or telephone the Medical Sciences Office. You may have a wasted journey travelling to Foresterhill only to find staff unavailable.

If a course has been completed and students are no longer on campus (i.e. work from second semester during the summer vacation), coursework will be kept until the end of Freshers’ Week, during the new academic year. After that point, unclaimed student work will be securely destroyed.

Course Reading List

Staff will direct you to specific reading matter or other resources they feel appropriate throughout the course.

Lecture Synopsis

Lecture 1. Introduction to the pharmaceutical industry - Professor Heather Wallace

Introduction to the course and explanation of the assessments. Introduction to the pharmaceutical industry

Lecture 2. Introduction to the biotechnology industry - Professor AJ Porter

Introduction to commercialisation, business opportunities, triggers and drivers and biotechnology industry.

Lecture 3. Business Models – Professor Heather Wallace

An example of a standard business model that changed with the business
Lecture 4.   Technology driven business - Professor AJ Porter
Where do ideas come from? What makes a good commercial idea?

Lecture 5.   Introduction to Intellectual Property (IP) - Dr Ann Lewendon
IP and the biotechnology business; how and what to protect

Lecture 6.   Examples of Business presentations - Professor Heather Wallace/ MSc Students
Two MSc students from the bio-Business programmes will deliver their commercial presentations. There will be a question and answer session afterwards.

Practical/Lab/Tutorial Work
There is no practical work for this course.

Students are asked to make themselves familiar with the information on key institutional policies which been made available within MyAberdeen (https://abdn.blackboard.com/bbcswebdav/institution/Policies). These policies are relevant to all students and will be useful to you throughout your studies. They contain important information and address issues such as what to do if you are absent, how to raise an appeal or a complaint and how seriously the University takes your feedback.

These institutional policies should be read in conjunction with this programme and/or course handbook, in which School and College specific policies are detailed. Further information can be found on the University's Infohub webpage or by visiting the Infohub.

The information included in the institutional area for 2016/17 includes the following:

- Absence
- Academic Appeals & Complaints
- Assessment (Common Grading Scale)
- Codes of Practice on Student Discipline (Academic and Non-Academic)
- Class Certificates
- Recording of Lectures
· Exam Results
· Transcripts
· MyAberdeen
· TurnitinUK
· Feedback
· Communication
· Aberdeen Graduate Attributes
· The Co-Curriculum
## Medical Sciences Common Grading Scale

<table>
<thead>
<tr>
<th>Grade</th>
<th>Grade Point</th>
<th>% Mark</th>
<th>Category</th>
<th>Honours Class</th>
<th>Description</th>
</tr>
</thead>
</table>
| A1    | 22          | 90-100 | Excellent| First         | • Outstanding ability and critical thought  
|       |             |        |          |               | • Evidence of extensive reading  
|       |             |        |          |               | • Superior understanding  
|       |             |        |          |               | • The best performance that can be expected from a student at this level |
| A2    | 21          | 85-89  |          |               | |
| A3    | 20          | 80-84  |          |               | |
| A4    | 19          | 75-79  |          |               | |
| A5    | 18          | 70-74  |          |               | |
| B1    | 17          | 67-69  | Very Good| Upper Second  | • Able to argue logically and organise answers well  
|       |             |        |          |               | • Shows a thorough grasp of concepts  
|       |             |        |          |               | • Good use of examples to illustrate points and justify arguments  
|       |             |        |          |               | • Evidence of reading and wide appreciation of subject |
| B2    | 16          | 64-66  |          |               | |
| B3    | 15          | 60-63  |          |               | |
| C1    | 14          | 57-59  | Good     | Lower Second  | • Repetition of lecture notes without evidence of further appreciation of subject  
|       |             |        |          |               | • Lacking illustrative examples and originality  
|       |             |        |          |               | • Basic level of understanding |
| C2    | 13          | 54-56  |          |               | |
| C3    | 12          | 50-53  |          |               | |
| D1    | 11          | 47-49  | Pass     | Third         | • Limited ability to argue logically and organise answers  
|       |             |        |          |               | • Failure to develop or illustrate points  
|       |             |        |          |               | • The minimum level of performance required for a student to be awarded a pass |
| D2    | 10          | 44-46  |          |               | |
| D3    | 9           | 40-43  |          |               | |
| E1    | 8           | 37-39  | Fail     | Fail          | • Weak presentation  
|       |             |        |          |               | • Tendency to irrelevance  
|       |             |        |          |               | • Some attempt at an answer but seriously lacking in content and/or ability to organise thoughts |
| E2    | 7           | 34-36  |          |               | |
| E3    | 6           | 30-33  |          |               | |
| F1    | 5           | 26-29  | Clear Fail| Not used for Honours | • Contains major errors or misconceptions  
|       |             |        |          |               | • Poor presentation |
| F2    | 4           | 21-25  |          |               | |
| F3    | 3           | 16-20  |          |               | |
| G1    | 2           | 11-15  | Clear Fail/Abysmal | - | • Token or no submission |
| G2    | 1           | 1-10   |          |               | |
| G3    | 0           | 0      |          |               | |
# BT1502 Course Timetable: 2015-2016

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Room</th>
<th>Title</th>
<th>Session</th>
<th>Lecturer</th>
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<tbody>
<tr>
<td><strong>Week 25</strong></td>
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<tr>
<td>Thu 19 Jan</td>
<td>1600-1700</td>
<td>FN3</td>
<td>Introduction to Course + Pharmaceutical Industry</td>
<td>Lecture</td>
<td>HMW</td>
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<tr>
<td><strong>Week 26</strong></td>
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<tr>
<td>Thu 26 Jan</td>
<td>1600-1700</td>
<td>FN3</td>
<td>Introduction to the Biotechnology Industry</td>
<td>Lecture</td>
<td>AJP</td>
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<td><strong>Week 27</strong></td>
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<td>Thu 02 Feb</td>
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<td><strong>Week 28</strong></td>
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<tr>
<td>Thu 09 Feb</td>
<td>1600-1700</td>
<td>FN3</td>
<td>Introduction to IP</td>
<td>Lecture</td>
<td>AL</td>
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<td><strong>Week 29</strong></td>
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<tr>
<td>Thu 16 Feb</td>
<td>1600-1700</td>
<td>FN3</td>
<td>Business models</td>
<td>Lecture</td>
<td>HMW</td>
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<td><strong>Week 30</strong></td>
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<tr>
<td>Thu 23 Feb</td>
<td>1600-1700</td>
<td>FN3</td>
<td>Technology driven business</td>
<td>Lecture</td>
<td>AJP</td>
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<td><strong>Week 31</strong></td>
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<tr>
<td>Thu 02 Mar</td>
<td>16.00-17.00</td>
<td>FN3</td>
<td>Examples of Commercial Presentations</td>
<td>Lecture</td>
<td>HMW</td>
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<tr>
<td><strong>Week 32</strong></td>
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<td><strong>Week 34</strong></td>
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<tr>
<td>Thu 23 Mar</td>
<td>16:00-18:00</td>
<td>FN3</td>
<td>Presentations (BT1502 Only)</td>
<td>Presentation</td>
<td>HMW/AJP</td>
</tr>
</tbody>
</table>

**Staff**

- Professor Heather M. Wallace (HMW) - Course Co-ordinator
- Professor Andy J Porter (AJP)
- Dr Ann Lewendon (AL)