

**BNFO 591 Business Essentials for the Life Scientist and Practitioner**  
**Spring 2007, Room 5136 Business Building**  
**Virginia Commonwealth University**  
**Time: 7 PM – 9:40PM Thursday**  
**Textbook: Building Biotechnology, Yali Friedman (2<sup>nd</sup> Edition)**

<b>Week</b>	<b>Date</b>	<b>Topic</b>	<b>Speaker</b>	<b>Reading Assignment</b>
1	1/18/2007	Introduction and course overview - Biotechnology and the pharmaceutical industry: a symbiotic relationship?	Sheryl Baldwin	Ch. 1, 2 Appendix C E
2	1/25/2007	From Invention to Innovation: The Marriage of Technology and Business	George Kasper	Ch. 5, 8
3	2/1/2007	The Business of Biotechnology	David Lohr	Ch. 8
4	2/8/2007	Entrepreneurship, Start-ups, and Incubators Intelliject	David Lohr Evan Edwards	Ch. 6,8
5	2/15/2007	Patents, Intellectual Property, Technology Transfer Licensing; MBA/ PhD Career Paths	Ivelina Metcheva Allen Morris	Ch. 3 Appendix B
6	2/22/2007	Innovation in Industry: Process Innovation; Plant Derived Materials in the Pharmaceutical Industry Combinatorial Chemistry	Frank Gupton Boehringer-Ingelheim Manfred Psiorz	
7	3/1/2007	Globalization of Markets	Van Wood	Ch. 7, 13
8	3/8/2007	Introduction to Marketing Concepts Begin Team Project Assignments	Pam Kiecker	Ch. 7
		3/12- 3/18 Spring Break		
9	3/22/2007	Strategic Planning Developing a Business Plan	Wallace Stettinius Dave Lohr or George ?	Ch. 8
10	3/29/2007	Business Plan to Operational Plan Dealing with Venture Capital Investors; Exam 1	James Skinner Genesis Capital Management	Chapters 5,6
11	4/5/2007	Accounting/Managerial Accounting Cost Analysis in the pharmaceutical Industry	Roxanne Spindel	Ch. 7
12	4/12/2007	Drivers in Drug Development Regulatory Compliance: Operating under GLPs, GMPs, Quality Assurance	William Welsted Michael Hunnicutt Wyeth R&D Laboratories	Ch. 7-8, 10
13	4/19/2007	Clinical Trials and Human Subjects Protection Managing Clinical Trials	Dr. Monika Markowitz Dr. Van Cline, AMGEN	
14	4/26/2007	The Science of Biotechnology: Genomics, Mass Spectrometry, Bioinformatics Exam 2	Bill Pearson or John Fenn or Greg Buck	Ch. 4, 10
15	5/3/2007	Team Presentations	Class	To be assigned

**For questions about the class or to make any special arrangements regarding absences or assignments, please contact Dr. Sheryl Baldwin, Course Coordinator at 828-5681, Room 220 Trani Center.  
Email [sdbaldwi@vcu.edu](mailto:sdbaldwi@vcu.edu)**

Text: *Building Biotechnology* by Yali Friedman  
Available through [bn.com](http://bn.com) or [amazon.com](http://amazon.com) or  
[ORDERS@BUILDINGBIOTECHNOLOGY.COM](mailto:ORDERS@BUILDINGBIOTECHNOLOGY.COM)