2015 Workshop Schedule

**DAY 1: SATURDAY, APRIL 18, 2015 | 9 A.M. – 1 P.M. | FORDHAM UNIVERSITY – HUGHES HALL ROOM 208**

9 – 10:45 A.M. **MODULE 1: INTRODUCTION TO ENTREPRENEURSHIP & START UPS IN THE LIFE SCIENCES**
This module will introduce students to the various components of the industry.

11 A.M. – 1 P.M. **MODULE 2: WORKING INSIDE THE FIRM**
Using examples from firms in the industry this session will discuss the challenges of organizing and managing science-based firms. Topics will include culture, leadership, and organizing for innovation.


9 – 9:50 A.M. **MODULE 3: MARKETING FOR THE LIFE SCIENCES**
The role and importance of the marketing orientation in the life sciences is discussed in terms of the entire organization and society at large.

10 – 10:50 A.M. **MODULE 4: FINANCE FOR THE LIFE SCIENCES**
Learn about the financing and investment decisions of individuals and firms. How do pharmaceutical firms decide which projects to fund? What are the capital sources a biotech firm may tap into? How are such firms valued by investors?

11 – 11:50 A.M. **MODULE 5: ORGANIZATION & MANAGEMENT**
Students will gain an understanding of the operational, strategic, and transformational aspects of organizations.

12 – 1 P.M. **MODULE 6: INTELLECTUAL PROPERTY & THE LIFE SCIENCES**
Students gain an understanding of the key intellectual property laws and contemporary issues surrounding patents, trademarks, copyright, and trade secrets.

2 – 3 P.M. **MODULE 7: PANEL DISCUSSION**
An open discussion on issues raised during the two days with the faculty and practitioners.