

# The Business of Life Sciences



## 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.*

### DAY 2: SUNDAY, APRIL 19, 2015 | 9 A.M. – 3 P.M. | FORDHAM UNIVERSITY – HUGHES HALL ROOM 307

- 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.*