

THE FIRST INTERNATIONAL
MEETING POINT FOR
BIOTECHNOLOGY STUDENTS
IN BARCELONA.



Instituto
Empresarial de
Biología

2ND EDITION

04 - 09 JULY 2016

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BIOTECH & BUSINESS

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SUMMER WEEK

Business Management Applied to
Biotechnology and Pharmaceutical Sector





BIOTECH&BUSINESS

BARCELONA EXPERIENCE

More information: info@ieb.institute



The **Biotechnology Business Institute** is a business school based on the education of professionals with a mixed science and management specialization. Our mission is to promote professionals who want to develop their career in the healthcare sector with the orientation on new drug discovery and medical device processes.

OBJECTIVE

The objective of the **B&B Summer Week** is to provide a business based vision of the healthcare sector. During the week students will discover new professional opportunities and areas in which they would like to work. Students will acquire fundamental knowledge and skills needed to start a career in the biotechnology and pharmaceutical industries.

TEACHERS BOARD

Our faculty are professionals from leading companies in the biotechnology sector, pharmaceutical companies and related industries, as well as community members of the University of Barcelona.



Campus

Parc Científic de Barcelona



Participant profile

Graduate students and current undergraduate students in science (Biology, Biochemistry, Biomedicine, Biotechnology, Chemistry, and related specialties)



Duration

04-09 July 2016

Monday to Saturday

Classes from 09:30 to 18.00h



Enrolment:

From March to June 2016

info@ieb.institute

Documents: Admission application, CV and ID photocopy



Price*:

800€ without accommodation

1.200€ accommodation included

**Lunch meals included in both cases*



Language

English



SKILLS TO BE DEVELOPED

- Knowledge of new pharmaceuticals and healthcare products development.
- Management of biotech-based projects.
- Business management of biotech-based companies.
- Evaluation and financing of health-related projects.
- Fundamental knowledge of pharmaceutical marketing.
- Leadership techniques and management skills.



BIOTECH BUSINESS CASE

During the course of the program you will work in a group designing your own **biotechnology-based project**. You will develop a real-life plan where you will put into practice the knowledge acquired. You will have the support of a tutor who will guide you through your plan development.



PLANNING

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Morning		Leadership, personal and professional positioning	Project management: key steps	Business Management; Biotech-based companies	Pharmaceutical marketing	Project Presentation
	WELCOME	BREAK	BREAK	BREAK	BREAK	
	Presentation of projects and teams	Business Models	CANVAS	Financial in models company valuation	Marketing Plan Design	
	LUNCH	LUNCH	LUNCH	LUNCH	LUNCH	Closing Lunch
Afternoon	Applied research and knowledge transfer	Visit to Barcelona Biomedical Research Park Guided visit to BCN	Investments in Healthcare	Skyline Barcelona Boat Trip	Team Work Writing Project	



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Innovation Drug Discovery **Marketing** Project Management
BIOTECHNOLOGY Barcelona Business Development

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