



MODULE 2

Business Development Operations

This module forms part of the PLG MSc course in Pharmaceutical Business Development and Licensing. It can be studied on its own for a module credit or as part of a Certificate, Diploma or MSc degree.

The module addresses the metrics and resources required to run a successful Business Development operation. Interacting with, and in some cases managing these functions, is an important part of the day to day role of Business Development personnel within companies on an international level, therefore Module 2 is of direct practical value.

CONTENT:

Unit 1: **Portfolio Management**, provides an understanding of the risk associated with pharmaceutical development and how companies balance their investments across the portfolio.

Unit 2: **Partnering Processes**. This unit reviews the dynamics of the partnering process, the way companies organise themselves and the metrics that apply to the process. The internal business development operations of different companies, is also addressed.

Unit 3: **The Due Diligence Process** - a critical step in the Business Development process where the risks in a given project are identified and assessed. This unit covers the criticality of this process as well as considering the metrics and human dynamics.

Unit 4: **Academic Technology Transfer**. This unit reviews the key aspects of academic technology transfer and how it differs from business development operations in different companies, is also addressed.

Unit 5: **Research & Development Agreements**, provides a description of the licensing and business development aspects arising from R&D collaborations between companies and with universities. It also addresses issues that arise during drafting of these agreements and how these can be managed.

Unit 6: **Technical Aspects in Licence Agreements**. This unit explains the business rationale and key components of the various agreements that are developed to manage and control deals relating to pharmaceutical manufacture. It also covers the key factors that need to be reviewed and agreed during contract negotiations.

Unit 7: **Alliance Management**. This unit covers the principles and practices of Alliance Management, the interaction between the “deal-makers” and those who are tasked with creating financial and strategic value from the deal.