

MCTM 5371 : Business Model Innovation in the Life Sciences

A Seminar Series: This course will give students the opportunity to learn how to identify a new idea (either technology, service or business model), define and evaluate a business model for taking the idea to market, and how to design appropriate funding processes such as positioning for a company or seeking risk capital execute the plan. From CEOs of startups to the researchers that have developed game-changing advances, invited lecturers will give first-hand accounts of their successes (and some failures) that have changed the biotechnology landscape and established Texas as the "third coast" in biotechnology.

Credits 3

Course ID

008151