

C727
Pharma/ Biotech Business issues
Fall 2020

COURSE OBJECTIVE

To acquire a working understanding of the nature of the Pharma and Biotech Industries through a review of the Canadian Healthcare system, the strategic issues and challenges facing the industry and current and future business models through the lens of the product lifecycle.

INSTRUCTOR AND CONTACT INFORMATION

Name: Jim Hall

E-Mail: jhall@covispharma.com

Class Times: Monday, 7 to 10 pm

Virtual Office Hours: Email/ Call me anytime (416 473 9684)

COURSE DELIVERY

LEARNING ACTIVITIES	DELIVERY	DESCRIPTION	TOOL(S)
Lecture	Webcast	Course Material	ppt slides
Guest Speakers	Webcast	Industry speakers associated with topic for a given week	ppt slides
Case Studies	Webcast	Students work in groups on case studies and present on line during class	Excel, Word, ppt slides

EVALUATIONS	WEIGHT	DESCRIPTION
Research Paper	25%	Individual research paper on topic of student's choice related to healthcare and/ or pharma
Research Paper Presentation	15%	Presentation of paper, presented mid term via webcast
Brand Plan	40%	Group project; Develop a brand plan for a real drug or medical device. Submission at end of semester
Participation	20%	Attendance and Participation on webcasts