

AMB25 CM AND MANAGEMENT

1. Why there is a need to commercialize biotechnology. Discovery, market needs development process, success rates and costs etc.
2. Creating and marketing the image of the biotechnology Company. Art of negotiation & effective communication.
3. Role of venture capitalism, business plan, selection of CEO and personnel, real estate for a biotech start-up.
4. How to portray management and role of a biotechnology manager, technology decision making, and resource decision-making etc., Product marketing decision.
5. Role of Research & development University-industry technology transfer arrangements, how and why a biotech company can benefit.
6. Positioning, power and importance of positioning of a company name and product, Workable marketing and the strength of distribution.
7. Effective advertising and marketing. Opportunities international, marketing and lessons to be learned.
8. Indian and foreign prospective of biotechnology, and current challenges for the biotechnology based products.

Reference Book:

- 1 Positioning by All Rise and Jack Trout (1986), Warner Books.
- 2 Biotechnology: The science & the business by V. Moser & R.E. Cape (1999) Harwood.
- 3 Latest review articles and papers on the subject.