**BIOMOLECULES TO THE MARKET CREDIT HOURS 3+0**

**LEARNING OUTCOMES:**

**Students will be able to:**

1. Start their business.
2. The opportunities, nature and function of the biologistic studies for commercial application of innovative molecules
3. Identify the requirements for building an appropriate business

**COURSE CONTENTS:**

Introduction to commercialization and validation of Bio science ideas; model for virtual business; management and performance standards; product trials, trials reforms, Pre-market submissions; facility information; product labelling; good manufacturing practices (GMP); establishment licensing, patent filing and rights; comparison with imported products; cost recovery; lot release; documentation; market analysis and planning; advertising and codes of practice.

**RECOMMENDED BOOKS:**

1. Collin, S. 2013. The Race to Commercialize Biotechnology: Molecules, Market and the State in Japan and the US.Routledge, USA.
2. Chan, L., & Liu, D. 2016. Policy Planning to Support Technological Innovation in the Pharmaceutical Industry.
3. Ghosh, T. K., & Pfister, W. R. 2005. Drug delivery to the oral cavity: Molecules to market. Boca Raton: Taylor & Francis.
4. Lanjouw, J. O., & National Bureau of Economic Research. (2005). Patents, price controls, and access to new drugs: How policy affects global market entry. Cambridge, MA: National Bureau of Economic Research
5. Lindblat, L., Ramsden, R., & Longyear, J. 2014. Commercialization. 346-365. Wiley online Library
6. Mehta, S., S. 2011. Commercializing Successful Biomedical Technologies Basic Principles for the Development of Drugs, Diagnostics and Devices. Cambridge University Press.
7. Bas, T. G.2013. Dual Market(ing) in “Bio-Engineering High Technology” New Products: The Risk of Uncertainty and Failure. International Journal of Measurement Technologies and Instrumentation Engineering 3, 2, 63-74