

Jan 2019

MGT 290-003

TEAM PROJECT WITH GSM (BIOTECH INDUSTRY IMMERSION)

1. UC DAVIS PERSONNEL

Dr. Judy Kjelstrom, director emerita, UC Davis Biotechnology Program is the lead for the 5 week course in winter 2018 (Fridays) -3 unit class. In partnership with Dean Rao Unnava and his executive assistant, Stephanie Young-Birkle, MBA students will receive a letter grade, PhD students may take as S/U.

2019 Dates: Jan 11, Jan18, Jan 25, Feb 1, and Feb 9. Room 1302 Gallagher Hall (Dorf Classroom)

- A. Format (all day Program: AM session/PM session) - the instructors will send materials to class before the session. Need two instructors per week. The speaker may bring colleagues to observe or assist in the case study.
- i. Morning (9-11:45am)- Case Study by Guest Instructor (leader in Biotech Industry). Students are a mix of UCD MBA students and 10-15 STEM PhD students (DEB students preferably). - After a 45minute presentation (overview plus the case study (**“the problem”**)) by the instructor, the students will work in groups (MBA/PhD) to discuss solutions to the problem presented (~50 minutes). Wrap up with Instructor at the end of the session.
 - ii. Lunch provided as a box lunch (afternoon speaker is invited too) – 6-7 students will join instructor(s) (students may join the speaker twice in the course). The rest of the class will lunch with each other Network with peers.
 - iii. Afternoon Session 1:15-4pm Case Study by Guest Instructor (leader in Biotech Industry). Students are a mix of UCD MBA students and 10-15 STEM PhD students (DEB students preferably). - After a 45minute presentation (overview plus the case study (**“the problem”**)) by the instructor, the students will work in groups (MBA/PhD) to discuss solutions to the problem presented (~50 minutes). Wrap up with Instructor at the end of the session.
 - iv. **Assessment: the students will answer a series of questions about each session (due by the following Thursday). The Final Project is an 8-10 page summary due at the end of the quarter (see syllabus).**

2. INDUSTRY INSTRUCTORS (FOCUS ON BIOMEDICAL)

- 9-10 biotech industry leaders will share case studies with graduate students from business, science and engineering. Lunch will be provided.

3. POSSIBLE TOPICS

1. An Introduction to drug development – from the view point of the scientist, the company, the consumer, the physician, and the regulator
2. Cell Therapy and Gene Therapy – the new Frontiers
3. Access to Capital – how to raise money
4. The FDA approval process
5. Business Development/Data Analytics
6. Scaling – what does it take to grow a small company
7. Manufacturing Network (Contract manufacturing vs. In-house)
8. Supply Chain Management (Accountability in patient care, moving sensitive materials across countries)
9. Marketing and Commercialization of drugs
10. Innovations in the Future – what to look for and prepare for

4. SCHEDULE (ROOM1302 GALLAGHER HALL, GSM)

Week 1: Friday, January 11, 2019

Morning Session (9AM-11:45PM):

9am -**Welcome and Orientation** (Class logistics by Judy and Rao). Self-introductions by students. **Need each class member to submit a resume/CV before start of class. Form teams of MBA and PhD students (3-4 per team)**

10:30AM-11:45AM **An Introduction to Drug Development** (focus on biologics versus small molecule drugs. Biotechnology was revolutionary; It created unique challenges in drug development, drug delivery and regulatory from the view point of the scientist, the company, the consumer, the physician, the investor and the regulator.

Confirmed speaker: **Lonnie Bookbinder, PhD, MBA, Founder and CEO, ARIZ Precision Medicine.**

Lunch Noon -1PM

Afternoon Session (1:15-4 PM) Case Study (1): Issues in growing a small company presented by **Lonnie Bookbinder.**

Week 2: Friday, January 18, 2019

Morning Session (9AM-11:45PM): Case Study 2: Supply Chain Issues

Confirmed speaker: **Charles “Chuck” Calderaro III, Senior VP, Global Manufacturing, Biomarin Pharmaceutical.**

Lunch

Afternoon Session (1:15-4PM): Case Study 3: Issues Encountered when Expanding Partnerships or Markets (exact topic TBA)

Confirmed speaker: **Steve Chamow, PhD, Principal, Chamow and Associates (Biopharmaceutical Product Development).**

Week 3: Friday, January 25, 2019

Morning Session (9AM-11:45PM): Case Study 4: Product Development using Data Informatics (exact title TBA)

Confirmed speakers: **Kimberly Barnholt, PhD, Global Program Manager, Enhance Data & Insights Sharing, Genentech, Inc.**

Lunch

Afternoon session (1:15-4PM): Case Study 5: Tips for Entrepreneurs (exact topic TBA; based on new article; Moleculera Labs Story: Lessons in a Capital Efficient Start-Up)

Confirmed Speaker: **Craig Shimasaki, PhD, MBA, President and CEO, Moleculera Labs and BioSource Consulting.**

Week 4: Friday, Feb 1, 2019

Morning Session (9AM-11:45PM): Case Study 6: Marketing and Commercialization of Drugs and Products

Confirmed Speaker: **Omead Ostadan, MBA, VP of Products and Operations, Illumina, Inc.**

Lunch

Afternoon Session (1:15-4PM): Case Study 7: What does it take to grow a small company? - Access to Financial Capital and Human Capital (access to talent, promotion of diversity), Creation of a corporate culture, etc.

Confirmed Speaker: **Julie Cherrington, PhD, President and CEO, Arch Oncology, Inc.**

Week 5: Friday, Feb 8, 2019

Morning Session (9AM-11:45PM): Case Study 8: Innovations in the Future – Precision Medicine using Big Data analytics,

Confirmed Speaker: **Jeff Welser, PhD, VP and Lab Director, with Kristen Beck, PhD, Staff Scientist, IBM Research-Almaden.**

Lunch

Afternoon session (1:15-4PM): Case Study 9: Innovations in the Future – Car-T Cells and Targeted Therapies

Confirmed Speaker: **Vivien Chan, PhD, Chief Operating Officer , Eureka Therapeutics, Inc.**