

OBJECTIVES	To increase managerial competences and to raise competitive advantage in Life Sciences, particularly in Medtech, Biotech, Pharma domains.	MODULE 1	STRATEGIC ALLIANCES, PARTNERSHIP & OUTSOURCING Enterprises in life sciences need considerable amounts of resources. Alliances, partnerships or outsourcing are often required for success. This module provides a framework to select partners; to identify the appropriate form of partnership (joint-venture, alliance or outsourcing) and to implement it.
AUDIENCE	Professionals in Medtech, Biotech, Pharma Ventures	MODULE 2	MARKETING IN LIFE SCIENCES The key challenge in life sciences sector is to grow the business in increasingly competitive & global markets. With this module you will grasp the global market environment (customers, competitors, channels); improve your command of concepts & methods to design/ implement marketing strategies.
MODULES	<ol style="list-style-type: none"> 1. Strategic Alliances, Partnership & Outsourcing <i>January 31, February 1-2, 2012</i> 2. Marketing in Life Sciences <i>February 28-29, March 1, 2012</i> 3. Intellectual Property Management in Life Sciences <i>March 27-29, 2012</i> 4. Assessing the Valuation of New Ventures <i>April 17-19, 2012</i> 5. Clinical Trial Management & Regulatory Affairs <i>May 1-3, 2012</i> 6. Early Stage Drug Development <i>May 22-24, 2012</i> 7. current Good Manufacturing Practice (cGMP) <i>June 5-7, 2012</i> 8. Project Management <i>June 19-21, 2012</i> 	MODULE 3	INTELLECTUAL PROPERTY MANAGEMENT IN LIFE SCIENCES International intellectual property protection issues and strategies are highly important in domain such as medical devices, diagnostics, pharmaceuticals, biotechnology and generic. Strategic issues of IP and how patent, trade mark, etc. are created, managed and enforced will be addressed.
FORMAT	<p>These modules addressing key managerial issues will be led by top European Professors and Executives from Industry. They will be case study oriented.</p> <p>Program participation is flexible. Participants can choose to follow the whole program or select the modules they have an interest in.</p>	MODULE 4	ASSESSING THE VALUATION OF NEW VENTURES Valuation of new ventures requires assessments of dimensions such as: uniqueness & potential of the innovation, competitive positioning, management team, etc. State of the art methods for assessing the valuation & risk of new ventures, for licensing in Medtech and Biotech domains will be provided.
CERTIFICATE	A Certificate of Advanced Studies (CAS) is granted upon successful completion of 5 modules.	MODULE 5	CLINICAL TRIAL MANAGEMENT & REGULATORY AFFAIRS Getting the authorizations and approvals for new medicines and devices is critical. The module will address how to manage and carry out clinical trials, while respecting the legislative framework. It covers good practices management and the regulations applying to medical devices & therapeutics.
PREREQUISITE	University degree and previous related professional experience	MODULE 6	EARLY STAGE DRUG DEVELOPMENT Drug Development is a strategic and high-risk process. The module will focus on the multiple steps needed to move the drug from discovery through preclinical and phase I/II clinical development. The activities, timing and costs of a high-level Drug Development Plan will also be covered.
AFFILIATION	The Executive MBA in MoT program, jointly organized by EPFL & UNIL.	MODULE 7	CURRENT GOOD MANUFACTURING PRACTICE (cGMP) Manufacturing facilities occupy a growing share of an enterprise's strategic horizon. Planning, design, construction, qualification, validation and operation are key steps to deliver a production facility. Quality systems, GMP and their impact on Medtech and Biotech new process validation will be addressed.
LOCATION	EPFL – College of Management of Technology Odyssea Building – Station 5, CH-1015 Lausanne	MODULE 8	PROJECT MANAGEMENT The development of new devices and medicines is a long process. A thorough planning of different steps/ milestones of the project is key for reaching success. You will learn how to give project solid foundations, with due considerations for stakeholders, precise objectives and key success factors.
TUITION	CHF 6,900/5 modules, CHF 4,800 /3 modules, CHF 1,900/module		
REGISTRATION	On www.epfl.ch/mot/bio at least 15 days prior to each module.		
CONTACT	mot@epfl.ch +41 21 693 53 24		

Two Tracks:
Biotech, Medtech

New

Two Tracks:
Biotech, Medtech