

Màster Biomedicina

Programa de l'assignatura

Nom de l'assignatura

- R & D Management and spin-off creation in Biomedicine

Crèdits: **3**

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Blocs temàtics:

The R & D as a source for innovation. The relevance of knowledge and technology transfer from universities and public research organizations to firms.

-Publish or patent? A real dilemma? How to protect the R & D results.

-Intellectual property (IP) and its management.

- Assessing the "State of the Art": A critical factor in the preparation of R& D projects, results protection and commercialization.

-From bench to the market: How to commercialize the research results. Strategies and patent valuation models.

-What it means to be an entrepreneur? The entrepreneurial profile and their characteristics.

- Spin-off creation: from an idea to the business plan. Ways to finance a spin-off: from business angels to seed and venture capital.

- There is life out of the lab and the academia in the biomedicine field? Experiences from professionals and entrepreneurs.

-Presentations of specific cases of technology-based firms (spin-offs) created from the Barcelona University.

-Why is it important to communicate science to society? Communication strategies and channels.

Bibliografia