



BIOCollaborative

The Intersection of Business and Science

2014 Course Catalog

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LIFE SCIENCE IMMERSION PROGRAM

The bridge between business and science is built in this comprehensive learning track acquainting the scientist with commercial fundamentals and the business professional with the essentials found in life sciences.

This wide-ranging learning program is aimed at equipping those working in (or about to enter into) a biotechnology, drug discovery or pharmaceutical environment.

After a certain high level of technical skill is achieved, science and art tend to coalesce in esthetics, plasticity, and form. The greatest scientists are always artists as well.

- Albert Einstein

PROGRAM DETAILS

Successful completion of this program results in a Certificate of Achievement. 120 PDU's (Professional Development Units) are awarded with this certification.

Time Stamp

- 80 Hours: the average time to review online core courses in this track.

30 Life Science Specific Core Courses

- Project Management Fundamentals (Recognized by PMI)
- Comprehensive Communication Series
- Finance, Marketing, and Sales
- 100+ Video Vignettes of Real World Practitioners
- 19 Optional Courses

Personalized User Interface

- Progress Gauges and Transcripts
- Suggested Learning Path
- "Remember Me" Feature
- Glossary of Commonly Used Business & Science Terms
- Downloadable Workbooks & Templates

Interactive Communication and Skill Assessments

- People Style Profile (Personality & Communication)
- My Action Plan (Skill-Based Capabilities)

Professional Development Community

- Regional Events, Best Practice Blogs, Member Profiles, Webinars, Links to Skill Building Resources and More!

Examples of Courses in this Program

- Medical Applications: The First Wave of Biotechnology
- The Basics of Microbiology
- Say it Smart Across Styles
- Product Development
- The Difference Between Traditional & Science Based Marketing

80
HOURS

30
COURSES

Section 1: Understanding the Business Environment

○ Real World Business Environment Perspectives *Video Series*

Introduction to the Business Environment by Real World Industry Practitioners

● Medical Applications: The First Wave of Biotechnology

Embark on a general overview of how biotechnology is being used to improve the quality of human life and health through the use of diagnostics, wireless medicine, medical devices and pharmaceuticals.

● Agricultural Applications: The Second Wave of Biotechnology

This course provides a general overview of how biotechnology, in the form of genetically modified crops and animals, is being used to improve agricultural practices.

● Environmental Applications: The Third Wave of Biotechnology

A general overview of how biotechnology is being used to achieve environmental sustainability by using biofeedstocks to create biobased products (e.g. renewable chemicals and biofuels), and as a source for enzymes and other biocatalysts, is presented in this course.

○ Life Science Industry Organizational Structure

This course provides an overview of research and development organizations and biotechnology company models, as well as other related industries pertinent to the biotechnology field.

● Introduction to Biology: The Cell

The cell is the structural, functional and biological unit of all organisms. In this course, learn about the different cell types in the body, how they develop, and communicate with each other. This course also reviews the components within the cell and how the cell functions.

● The Basics of Microbiology

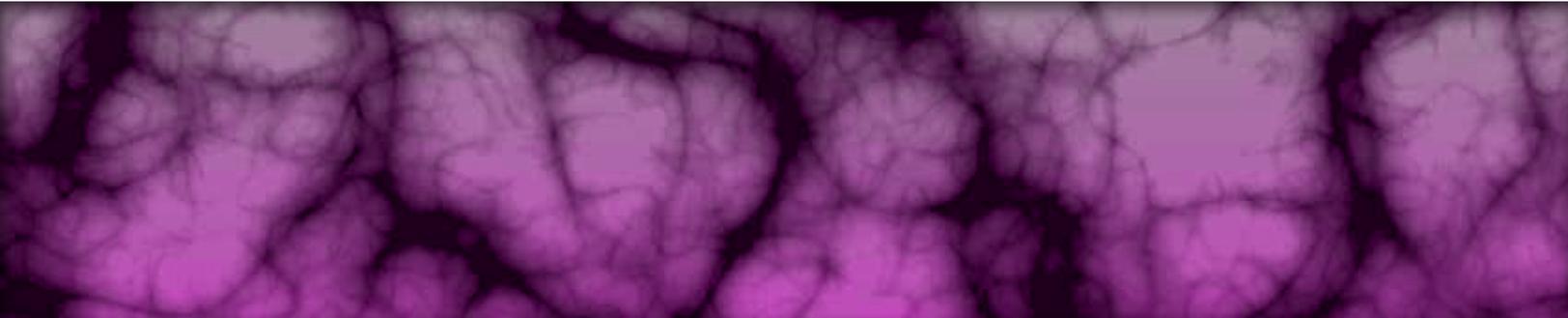
There is a thriving world that can't be seen without the use of a microscope. This introduction to microbiology classifies cell types and their role in the environment, specifically in human health. Conditions for optimal growth, microbial genetics, host microbe relationships, disease, and antimicrobial therapy are also discussed.

● Introduction to Immunology

Every day there is a battle occurring within the human body. In this course, review the way the body fights off infection, controls extra cell growth within the body and works to stop disease from occurring.

● Human Physiology

In this session, the biological properties, processes, and functions of the human organism are discussed. Various systems of the body, and the tissues and organs that make up those systems are also addressed. The human body is carefully organized in increasing levels of complexity aggregating units from cells to form tissues, then organs, and finally the systems that create the whole living structure.



- ◆ **Business Ethics**

The role of ethics plays an integral part in governing the organization’s roadmap. The basis of a moral compass acts as the central point of reference when it comes to operational conduct. This course explores “Right vs. Wrong” concepts as well as “Right vs. Right.”
- ◆ **Say it Smart Across Styles**

One size fits one, not all. Learn how to adapt your communication style so that you can influence others who are different from you. Are you an out loud thinker or an internal percolator? Are you crazy about people or do people just plain make you crazy? What about a penchant for seeing the whole forest, or you more into examining each and every tree? Whatever your style, chances are, it’s not exactly the same as those you work with. A downloadable workbook accompanies this course.
- ◆ **Say it Smart in Emails**

More than 2 billion emails are sent globally each day. 92% are SPAM. Learn when to email and when not to. Get your email message across with the utmost clarity via striking subject headers, BLOT, bullet like text and other helpful tips and techniques to keep you from drowning in an email tidal wave. A downloadable workbook accompanies this course.
- ◆ **Say it Smart in Meetings**

Meetings rank right up there with email when it comes to workplace interruptions. Learn how to go from mundane to exceptional meeting attendance and management by identifying the different types of meetings, ways to prepare for them, how to facilitate, when to attend and who to invite. A downloadable workbook accompanies this course.
- ◇ **Say It Smart in Presentations**

When queried, most people say they fear public speaking more than death. Learn constructive ways to overcome fears. Avoid Power-Pointitis by identifying the 3 C’s when influencing through presentation: Clarity, Credibility, Connection.
- ◆ **Say It Smart in Times of Conflict Part A**

This two-part series explores how to “say it smart” when confronting conflict in the workplace. Part A addresses ways to prevent conflict from occurring in the first place - the optimum strategic and beneficial approach.

◆ **Say It Smart
in Times of Conflict
Part B**

When conflict does occur, be the “adult in the room.” In this second part of the conflict series, learn ways to effectively dismantle conflict and garner respect in the process. A downloadable workbook accompanies this two-part course.

◆ **Say It Smart
to Influence**

It’s not business. It’s personal. We communicate differently depending on our business reporting relationship, the historical relationship with others, stakes involved and any emotional underpinnings. Be a savvy communicator when managing up or down by learning the 3 C’s: Clarity, Credibility, Connection.

◇ **Say It Smart
to Customers**

While the customer may not always be right, they are the ones who keep organizations afloat. This course explores ways to connect with your customer both logically and emotionally. Easy to reference tips and techniques provide practical tools for effectively listening to the customer as well as engaging through critical, but constructive conversation.

◇ **The History of Teams**

Review the history of teams as well as the stages of team relationships and expected performance outcomes. There are several paradigm shifts in the workplace but none seemingly greater than that of moving from a traditional hierarchy in organizational and reporting structure. Today’s mandate is not only that of interacting and engaging across functional silos through a team configuration, but quickly moving the team to a stage of high performance.

◆ **Winning Formula for
Today’s Teams**

This course moves from the question of “What is a team?” to the question of “How are effective teams created and managed?” With today’s organizations shifting from hierarchical, top down structure and communication to more virtual, collaborative and transparent interaction (information moving in all directions) – workers and managers alike are required to juggle a variety of tasks simultaneously via project team assignments. This session explores effective ways to work within this evolving work structure.

Section 2: Finance

○ **Real World Finance Perspectives**
Video Series

Introduction to Finance by Real World Industry Practitioners

○ **Accounting 101**

Learn basic accounting definitions and master accounting concepts.

● **Budgeting**

This course explores and underscores the rationale behind budgeting, the more commonly created budgets used by organizations, and the key budget elements used to keep the company moving in the right direction.



● **Financial Statements**

Financial statements are formal records of the financial activities of a company. This course clearly explains income statements, balance sheets, statements of cash flow, and statements of owner equity.

○ **Raising Capital**

Learn the details of financing mechanisms and how they impact the activities of today's companies.

○ **The Valuation of Intellectual Property**

Unlike many assets found in the organization, intangible assets (intellectual property) such as patents, trademarks and copyrights, are among the most difficult to quantify in terms of value. There are many approaches to the valuation of IP. This occurs because the licensee and the owner(s) of the IP may have different perceptions of value. For example, the acceptable valuation is essentially whatever the two parties can agree upon. This course takes a look at how the "tribal knowledge" in the company – the intellectual property – is valued.

Section 3: Project, Product, and Process

- **Real World Project & Product Perspectives**
Video Series
Introduction to Project, Product & Process Development by Real World Industry Practitioners

- **Project Management: Introduction**
With the successful execution of projects often determining an organization's success or failure, many are increasingly adopting the principles, tools and techniques of project management. This course sets the stage and provides the rationale for becoming fluent in project management. A downloadable workbook accompanies this course.

- **Project Management: Initiation**
There's an old adage that says "Time spent at the beginning makes for a better ending." The purpose of the initiation phase is to start the project (literally), providing the backdrop for all aspects of the project, including any potential problems perceived by the customer. The initiation phase quantifies and defines a sometimes vague need into something tangible and actionable. A downloadable workbook accompanies this course.

- **Project Management: Planning Part A**
"No plan is a plan to fail." Planning gets people involved and gets them thinking through issues and areas that wouldn't be discussed otherwise. This course is aimed at discussing planning strategies, assigning resources and better defining project scope. Overall, the plan establishes the interpretation of the why, what, how, who, how much, and when of the project.

- **Project Management: Planning Part B**
In this second part of planning, you will learn more tools and techniques for effective project scoping. A downloadable workbook accompanies this two-part course.

- **Project Management: Developing Requirements**
Correctly gathering the specifications and requirements from the customer is critical to a successful project. This course examines ways with which to gather and assess requirements. A downloadable workbook accompanies this course.

- **Project Management: Implementation & Control**
"How does a project get to be a year late? ... One day at a time." To avoid schedule delays or budget overages, project implementation is critical. It's this phase of the project (implementation and control) when real work is being completed, status meetings are held and reports are delivered to stakeholders on project progress. A downloadable workbook accompanies this course.

○ **Project Management:
Close-out**

Closing out the project can be as critical as launching it. Learn how to ensure that all aspects of the project have been thoroughly addressed - from final paper work to lessons learned - all of which can be promulgated throughout the organization. Also, learn the steps of handing off the project to on-going management. Rewarding and celebrating project success goes a long way to ensuring that team members are likely to invest the same amount of energy and passion in future endeavors.



● **Product Development (LSIP)**

Take a closer look at the stages of life science product development, from early discovery to product launch.

● **Regulatory Environment**

This course examines regulatory issues that impact the life sciences industry. Become acquainted with FDA regulation related to the approval of life science products and their practical application in an industry work environment.

● **Clinical Trials & Phases**

Clinical trials are biomedical or health-related research studies in human beings that follow a pre-defined protocol. This course presents a general overview of the types and phases of clinical trial research.

○ **Manufacturing (LSIP)**

Manufacturing is the large scale production of an approved pharmaceutical or device for the consumer market. This course explores the difference between substance and a product, and how outsourcing is utilized by life science companies.

● **Quality Systems**

This course examines quality issues that affect the life sciences industry. The need for product quality, good practice quality standards (GxPs), and the role of the FDA in quality regulations is explored.

○ **Purchasing & Supply Chain
Management
(Coming Spring 2014)**

Purchasing & Supply Chain Management explores everything from supplier selection and sourcing to managing quality and intellectual property. This high level summary is designed to provide a well-rounded view of all that is involved from the creation of an idea to the obsolescence of that product.

Section 4: Marketing and Sales

- **Real World Marketing & Sales Perspectives**
Video Series

Introduction to Marketing & Sales by Real World Industry Practitioners
- **Introduction to Sales & Marketing (LSIP)**

Identify the components of a marketing plan and learn how to identify potential customers, as well as develop product distribution channels.
- **The Difference Between Traditional & Science Based Marketing**

There is a distinction between general product marketing and marketing and selling a science-related product. In general applications, marketing focuses on positioning the product for sales through advertising, business-to-business communication, sponsorship and brand building. In contrast, marketing on behalf of science based organizations places more emphasis on the scientists and researchers who developed the product, the scientists who will buy the product, advertising and maintaining an expert reputation, gaining and maintaining visibility in the science environment and maintaining a trustworthy (and ethical) status. This course highlights the unique differences separating traditionally based marketing and sales with that of the science based organization.
- **Market Analysis (LSIP)**

This course explores the advantage of completing a market analysis before launching a new product or company, and uses this data to construct a feasible business plan to attract corporate partners.
- **Reimbursement**

Learn the basics of reimbursement, including coverage, coding and payment.
- **In the Beginning - The Business Plan (LSIP)**

When considering operations and the business environment, it helps to refer back to the organization's genesis – its business plan. This course discusses the factors required for translating a great idea into a tangible business. From identifying and understanding financial considerations, to conducting a marketing analysis, to clarifying the potential viability of products – all of these elements become the organization's template for successful evolution.
- **Business Development: Growing the Business (LSIP)**

Via an overview of business development, this course explores how a company can license its technology to other organizations and develop strategic alliances.
- **Intellectual Property (LSIP)**

Explore the qualifications of intellectual property, the different ways that intellectual property can be protected, and the methods in which intellectual property can be transferred to other organizations.
- **Exit Strategies (LSIP)**

This course explores the different methods a company owner can use in order to “cash out” of an investment. This can be accomplished by selling the technology outright, through an initial public offering, via mergers and acquisitions, or through spin-out companies.

Life Science Immersion Program Snapshot

Certificate of Achievement with 120 PDU's. 30 Core Courses. 100+ Video Vignettes. 19 Optional Courses.

UNDERSTANDING THE BUSINESS ENVIRONMENT

- Real World Business Environment Perspectives - *Video Series*
- Medical Applications:
 - The First Wave of Biotechnology
- Agricultural Applications:
 - The Second Wave of Biotechnology
- Environment Applications:
 - The Third Wave of Biotechnology
- Life Science Industry Organizational Structure
- Introduction to Biology: The Cell
- The Basics of Microbiology
- Introduction to Immunology
- Human Physiology
- Business Ethics
- Say it Smart Across Styles
- Say it Smart in Emails
- Say it Smart in Meetings
- Say it Smart in Presentations
- Say it Smart in Times of Conflict Part A
- Say it Smart in Times of Conflict Part B
- Say it Smart to Influence
- Say it Smart to Customers
- The History of Teams
- Winning Formulas for Today's Teams

FINANCE

- Real World Finance Perspectives - *Video Series*
- Accounting 101
- Budgeting
- Financial Statements
- Raising Capital
- The Valuation of Intellectual Property

PROJECT, PRODUCT, & PROCESS

- Real World Project & Product Perspectives - *Video Series*
- Project Management: Introduction
- Project Management: Initiation
- Project Management: Planning Part A
- Project Management: Planning Part B
- Project Management: Developing Requirements
- Project Management: Implementation & Control
- Project Management: Close-out
- Product Development (LSIP)
- Regulatory Environment
- Clinical Trials & Phases
- Manufacturing (LSIP)
- Quality Systems
- Purchasing & Supply Chain Management (Coming Spring 2014)

MARKETING & SALES

- Real World Marketing & Sales Perspectives - *Video Series*
- Introduction to Sales & Marketing (LSIP)
- The Difference Between Traditional & Science Based Marketing
- Market Analysis (LSIP)
- Reimbursement 101
- In the Beginning - The Business Plan (LSIP)
- Business Development:
 - Growing the Business (LSIP)
- Intellectual Property (LSIP)
- Exit Strategies (LSIP)

● = Core Course

○ = Optional

business

FUNCTION

PLAN B



BUSINESS ESSENTIALS FOR SCIENTISTS PROGRAM

Scientists tackle business basics associated with working in the life science environment in this focused, but abbreviated, learning track.

This track is geared for scientists or technicians working in (or about to enter into) a biotechnology, biomedical device, drug discovery or pharmaceutical environment.



VISUAL RESPONSE



No enterprise can exist for itself alone. It ministers to some great need, it performs some great service, not for itself, but for others.. or failing therein, it ceases to be profitable and ceases to exist.

- Calvin Coolidge

PROGRAM DETAILS

Successful completion of this program results in a Record of Professional Development, 60 PDU's (Professional Development Units) are awarded with this certification.

Time Stamp

- 40 Hours: the average time to review all online core courses in this track.

18 Core Courses

- Project Management Fundamentals (Recognized by PMI)
- Comprehensive Communication Series
- Finance, Marketing, and Sales
- 10+ Video Vignettes of Real World Practitioners

Personalized User Interface

- Progress Gauges and Transcripts
- Suggested Learning Path
- "Remember Me" Feature
- Glossary of Commonly Used Business & Science Terms
- Downloadable Workbooks & Templates

Interactive Communication and Skill Assessments

- People Style Profile (Personality & Communication)
- My Action Plan (Skill-Based Capabilities)

Professional Development Community

- Regional Events, Best Practice Blogs, Member Profiles, Webinars, Links to Skill Building Resources and More!

Examples of Business Courses in this Program

- Real World Business Environment Perspectives
- Winning Formulas for Today's Teams
- Budgeting
- Project Management: Initiation
- The Difference Between Traditional and Science-Based Marketing

40
HOURS

18
COURSES

Section 1: Understanding the Business Environment

● **Real World Business Environment Perspectives**
Video Series

Introduction to the Business Environment by Real World Industry Practitioners

● **Business Ethics**

The role of ethics plays an integral part in governing the organization's roadmap. The basis of a moral compass acts as the central point of reference when it comes to operational conduct. This course explores "Right vs. Wrong" concepts as well as "Right vs. Right."

● **Say It Smart Across Styles**

One size fits one, not all. Learn how to adapt your communication style so that you can influence others who are different from you. Are you an out loud thinker or an internal percolator? Are you crazy about people or do people just plain make you crazy? What about a penchant for seeing the whole forest, or you more into examining each and every tree? Whatever your style, chances are, it's not exactly the same as those you work with. A downloadable workbook accompanies this course.

● **Say It Smart in Meetings**

Meetings rank right up there with email when it comes to workplace interruptions. Learn how to go from mundane to exceptional meeting attendance and management by identifying the different types of meetings, ways to prepare for them, how to facilitate, when to attend and who to invite. A downloadable workbook accompanies this course.

● **Say It Smart in Times of Conflict Part A**

This two-part series explores how to "say it smart" when confronting conflict in the workplace. Part 1 addresses ways to prevent conflict from occurring in the first place - the optimum strategic and beneficial approach. A downloadable workbook accompanies this course.

● **Say It Smart in Times of Conflict Part B**

When conflict does occur, be the "adult in the room." In this second part of the conflict series, learn ways to effectively dismantle conflict and garner respect in the process. A downloadable workbook accompanies this course.

● **Winning Formulas For Today's Teams**

This course moves from the question of "What is a team?" to the question of "How are effective teams created and managed?" With today's organizations shifting from hierarchical, top down structure and communication to more virtual, collaborative and transparent interaction (information moving in all directions) - workers and managers alike are required to juggle a variety of tasks simultaneously via project team assignments. This session explores effective ways to work within this evolving work structure.

Section 2: Finance

- **Real World Finance Perspectives**
Video Series

Introduction to Finance by Real World Industry Practitioners

- **Budgeting**

This course explores and underscores the rationale behind budgeting, the more commonly created budgets used by organizations, and the key budget elements used to keep the company moving in the right direction.



Section 3: Project, Product, & Process Development

- **Real World Project & Product Perspectives**
Video Series

Introduction to Project, Product & Process Development by Real World Industry Practitioners

- **Project Management: Introduction**

With the successful execution of projects often determining an organization's success or failure, many are increasingly adopting the principles, tools and techniques of project management. This course sets the stage and provides the rationale for becoming fluent in project management. A downloadable workbook accompanies this course.

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● **Project Management:
Planning Part A**

“No plan is a plan to fail.” Planning gets people involved and gets them thinking through issues and areas that wouldn’t be discussed otherwise. This course is aimed at discussing planning strategies, assigning resources and better defining project scope. Overall, the plan establishes the interpretation of the why, what, how, who, how much, and when of the project.

● **Project Management:
Planning Part B**

In this second part of planning, you will learn more tools and techniques for effective project scoping. A downloadable workbook accompanies this two-part course.

● **Project Management:
Implementation & Control**

“How does a project get to be a year late? ... One day at a time.” To avoid schedule delays or budget overages, project implementation is critical. It’s this phase of the project (implementation and control) when real work is being completed, status meetings are held and reports are delivered to stakeholders on project progress. A downloadable workbook accompanies this course.

Section 4: Marketing & Sales

● **Real World Marketing &
Sales Perspectives**
Video Series

Introduction to Marketing & Sales by Real World Industry Practitioners

● **Introduction to
Marketing & Sales**

An overview of the components of a marketing plan where students learn how to identify potential customers, and how to develop product distribution channels.

● **The Difference Between
Traditional & Science-Based
Marketing**

There is a distinction between general product marketing and marketing and selling a science-related product. In general applications, marketing focuses on positioning the product for sales through advertising, business-to-business communication, sponsorship and brand building. In contrast, marketing on behalf of science-based organizations places more emphasis on the scientists and researchers who developed the product, the scientists who will buy the product, advertising and maintaining an expert reputation, gaining and maintaining visibility in the science environment and maintaining a trustworthy (and ethical) status. This course highlights the unique differences separating traditionally-based marketing and sales with that of the science-based organization.

Business Essentials Program Snapshot

Record of Professional Development. 60 PDU's.
18 Core Courses. 10+ Video Vignettes.

UNDERSTANDING THE BUSINESS ENVIRONMENT

- Real World Business Environment Perspectives - *Video Series*
- Business Ethics
- Say it Smart Across Styles
- Say it Smart in Meetings
- Say it Smart in Times of Conflict Part A
- Say it Smart in Times of Conflict Part B
- Winning Formulas for Today's Teams

FINANCE

- Real World Finance Perspectives - *Video Series*
- Budgeting

PROJECT, PRODUCT AND PROCESS

- Real World Project & Product Perspectives - *Video Series*
- Project Management: Introduction
- Project Management: Initiation
- Project Management: Planning Part A
- Project Management: Planning Part B
- Project Management: Implementation & Control

MARKETING AND SALES

- Real World Marketing & Sales Perspectives - *Video Series*
- Introduction to Sales & Marketing
- The Difference Between Traditional & Science-Based Marketing

-
- = Core Course
 - = Optional



INDUSTRIAL BIOTECHNOLOGY IMMERSION PROGRAM

The changing landscape of biofuels and other biofeedstock based products converges with tradition in this comprehensive learning track.

This track is intended to acquaint the technologist-scientist with business fundamentals and the business professional with the essentials found in creating and manufacturing bio-renewable consumer products.

I want American Dream growth - lots of new businesses, well-paying jobs, and American leadership in new industries, like clean energy and biotechnology.

- William J. Clinton

PROGRAM DETAILS

Successful completion of this program results in a Certificate of Achievement. 120 PDU's (Professional Development Units) are awarded with this certification.

Time Stamp

- 80 Hours: the average time to review online core courses in this track.

30 Core Courses

- Project Management Fundamentals (Recognized by PMI)
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- People Style Profile (Personality & Communication)
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- Regional Events, Best Practice Blogs, Member Profiles, Webinars, Links to Skill Building Resources and More!

Examples of Core Courses in this Program

- Introduction to Industrial Biotechnology
- Algae
- Renewable Chemicals
- Biorefining Basics
- The Difference Between Traditional & Science Based Marketing

80
HOURS

30
COURSES

Section 1: Understanding the Business Environment

○ **Real World Business Environment Perspectives** *Video Series*

Introduction to the Business Environment by
Real World Industry Practitioners

● **Introduction to Industrial Biotechnology**

The goal of industrial biotechnology is to develop biological processes that take elements from plants and animal matter to create sustainable manufacturing processes and products. This course provides an overview of the ways in which the industrial biotechnology industry is helping to create a more sustainable world.

● **Algae**

Algae is an aquatic organism that has amazing potential as a biofeedstock. This course explores the different ways that algae can be cultivated and converted into a variety of end-use fuels and products.

● **Biofeedstocks**

This course explores how biofeedstocks, like perennial grasses, crop residues, and municipal solid waste, can be used to establish a biobased economy that is economically viable, environmentally sustainable and socially responsible.

● **Biofuels**

Explore the different generations of biofuels and examine the benefits and disadvantages of each.

● **Renewable Chemicals**

This course examines the process in which renewable chemicals are made, and describe general classifications, such as biopolymers and biocatalysts, as well as analyzes the impact of renewable chemicals on the environment.

● **Business Ethics**

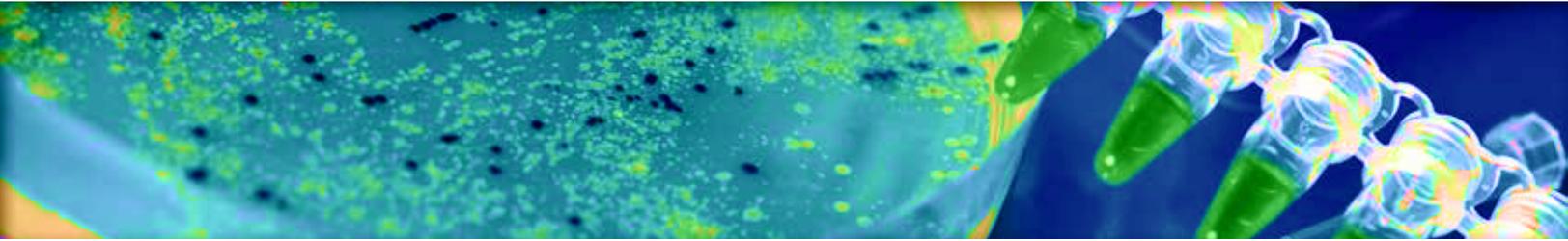
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Learn the details of financing mechanisms and how they impact the activities of today’s companies.

◆ **The Valuation of Intellectual Property**

Unlike many assets found in the organization, intangible assets (intellectual property) such as patents, trademarks and copyrights, are among the most difficult to quantify in terms of value. There are many approaches to the valuation of IP. This occurs because the licensee and the owner(s) of the IP may have different perceptions of value. For example, the acceptable valuation is essentially whatever the two parties can agree upon. This course takes a look at how the “tribal knowledge” in the company – the intellectual property – is valued.

Section 3: Project, Product, and Process

- **Real World Project & Product Perspectives**
Video Series

Introduction to Project, Product & Process Development by Real World Industry Practitioners
- **Project Management: Introduction**

With the successful execution of projects often determining an organization's success or failure, many are increasingly adopting the principles, tools and techniques of project management. This course sets the stage and provides the rationale for becoming fluent in project management. A downloadable workbook accompanies this course.
- **Project Management: Initiation**

There's an old adage that says "Time spent at the beginning makes for a better ending." The purpose of the initiation phase is to start the project (literally), providing the backdrop for all aspects of the project, including any potential problems perceived by the customer. The initiation phase quantifies and defines a sometimes vague need into something tangible and actionable. A downloadable workbook accompanies this course.
- **Project Management: Planning Part A**

"No plan is a plan to fail." Planning gets people involved and gets them thinking through issues and areas that wouldn't be discussed otherwise. This course is aimed at discussing planning strategies, assigning resources and better defining project scope. Overall, the plan establishes the interpretation of the why, what, how, who, how much, and when of the project.
- **Project Management: Planning Part B**

In this second part of planning, you will learn more tools and techniques for effective project scoping. A downloadable workbook accompanies this two-part course.
- **Project Management: Developing Requirements**

Correctly gathering the specifications and requirements from the customer is critical to a successful project. This course examines ways with which to gather and assess requirements. A downloadable workbook accompanies this course.
- **Project Management: Implementation & Control**

"How does a project get to be a year late? ... One day at a time." To avoid schedule delays or budget overages, project implementation is critical. It's this phase of the project (implementation and control) when real work is being completed, status meetings are held and reports are delivered to stakeholders on project progress. A downloadable workbook accompanies this course.

- **Project Management: Close-out**

Closing out the project can be as critical as launching it. Learn how to ensure that all aspects of the project have been thoroughly addressed - from final paper work to lessons learned - all of which can be promulgated throughout the organization. Also, learn the steps of handing off the project to on-going management. Rewarding and celebrating project success goes a long way to ensuring that team members are likely to invest the same amount of energy and passion in future endeavors.
- **Economics of Industrial Biotechnology**

View key business and economic drivers that affect the industrial biotechnology industry.
- **Biorefining Basics**

This overview walks the user through the basics of biorefining with regard to the processes that contribute to commercial production.
- **Regulatory Affairs & Quality Systems**

This course examines regulatory and quality issues that affect the life sciences industry. Students become acquainted with FDA regulations related to the approval of life science products and the concepts of biomedical quality systems as well as their practical application in an industry work environment.
- **Purchasing & Supply Chain Management (Coming Spring 2014)**

Purchasing & Supply Chain Management explores everything from supplier selection and sourcing to managing quality and intellectual property. This high level summary is designed to provide a well-rounded view of all that is involved from the creation of an idea to the obsolescence of that product.

Section 4: Marketing and Sales

- **Real World Marketing & Sales Perspectives**
Video Series

Introduction to Marketing & Sales by Real World Industry Practitioners
- **Introduction to Sales & Marketing**

Identify the components of a marketing plan and learn how to identify potential customers, as well as develop product distribution channels.



● **The Difference Between Traditional & Science Based Marketing**

There is a distinction between general product marketing and marketing and selling a science-related product. In general applications, marketing focuses on positioning the product for sales through advertising, business-to-business communication, sponsorship and brand building. In contrast, marketing on behalf of science based organizations places more emphasis on the scientists and researchers who developed the product, the scientists who will buy the product, advertising and maintaining an expert reputation, gaining and maintaining visibility in the science environment and maintaining a trustworthy (and ethical) status. This course highlights the unique differences separating traditionally based marketing and sales with that of the science based organization.

● **Market Analysis**

This course explores the advantage of completing a market analysis before launching a new product or company, and uses this data to construct a feasible business plan to attract corporate partners.

○ **In the Beginning - The Business Plan**

When considering operations and the business environment, it helps to refer back to the organization's genesis – its business plan. This course discusses the factors required for translating a great idea into a tangible business. From identifying and understanding financial considerations, to conducting a marketing analysis, to clarifying the potential viability of products – all of these elements become the organization's template for successful evolution.

○ **Business Development: Growing the Business**

Via an overview of business development, this course explores how a company can license its technology to other organizations and develop strategic alliances.

● **Intellectual Property**

Explore the qualifications of intellectual property, the different ways that intellectual property can be protected, and the methods in which intellectual property can be transferred to other organizations.

○ **Exit Strategies**

This course explores the different methods a company owner can use in order to “cash out” of an investment. This can be accomplished by selling the technology outright, through an initial public offering, via mergers and acquisitions, or through spin-out companies.

Industrial Biotechnology Immersion Program Snapshot

Certificate of Achievement with 120 PDU's. 30 Core Courses. 100+ Video Vignettes. 13 Optional Courses.

UNDERSTANDING THE BUSINESS ENVIRONMENT

- Real World Business Environment Perspectives - *Video Series*
- Introduction to Industrial Biotechnology
- Algae
- Biofeedstocks
- Biofuels
- Renewable Chemicals
- Business Ethics
- Say it Smart Across Styles
- Say it Smart in Emails
- Say it Smart in Meetings
- Say it Smart in Presentations
- Say it Smart in Times of Conflict Part A
- Say it Smart in Times of Conflict Part B
- Say it Smart to Influence
- Say it Smart to Customers
- The History of Teams
- Winning Formulas for Today's Teams

FINANCE

- Real World Finance Perspectives - *Video Series*
- Accounting 101
- Budgeting
- Financial Statements
- Raising Capital
- The Valuation of Intellectual Property

PROJECT, PRODUCT, & PROCESS

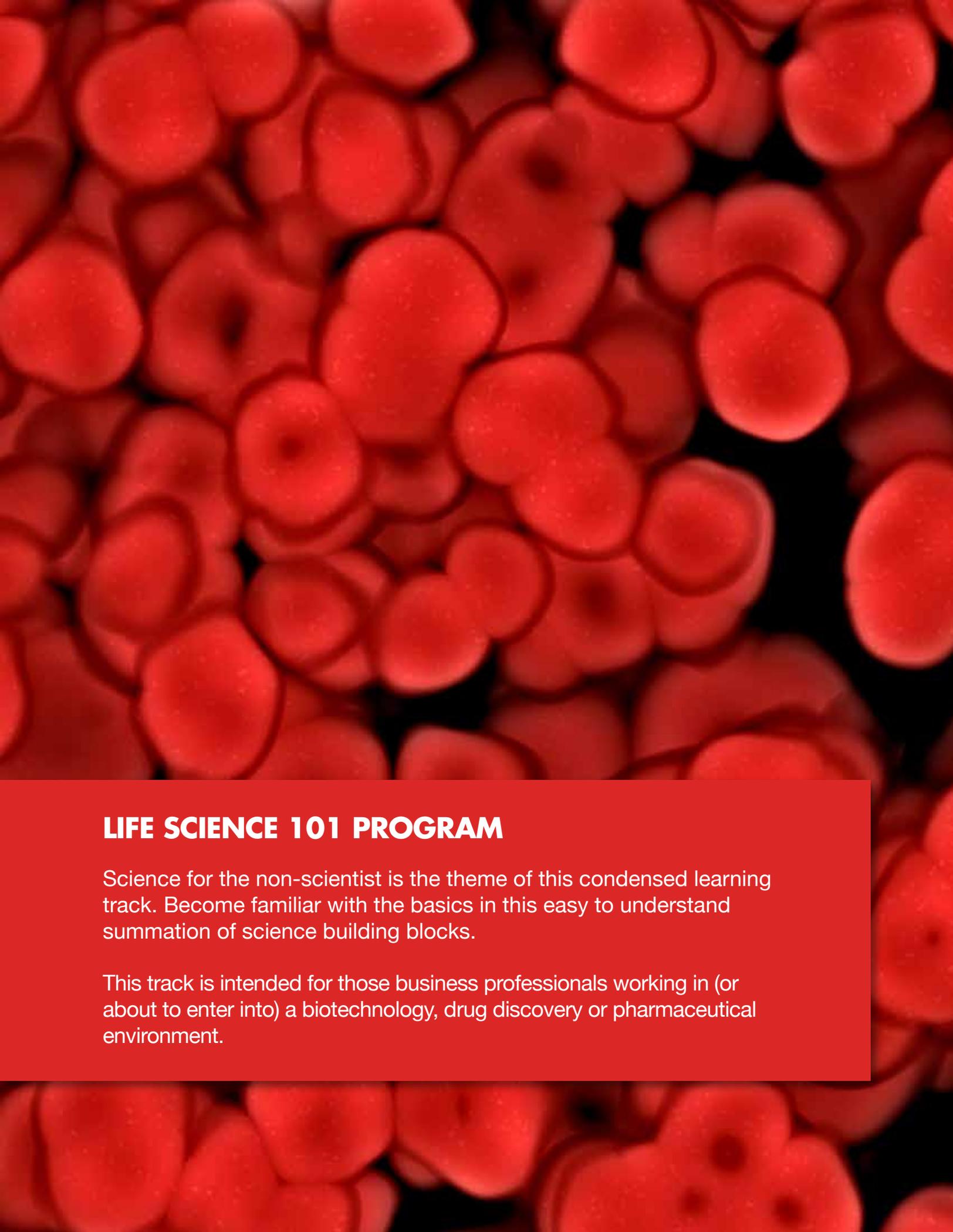
- Real World Project & Product Perspectives - *Video Series*
- Project Management: Introduction
- Project Management: Initiation
- Project Management: Planning Part A
- Project Management: Planning Part B
- Project Management: Developing Requirements
- Project Management: Implementation & Control
- Project Management: Close-out
- Economics of Industrial Biotechnology
- Biorefining Basics
- Regulatory Affairs & Quality Systems
- Purchasing & Supply Chain Management (Coming Spring 2014)

MARKETING & SALES

- Real World Marketing & Sales Perspectives - *Video Series*
- Introduction to Marketing & Sales
- The Difference Between Traditional & Science Based Marketing
- Market Analysis
- In the Beginning - The Business Plan
- Business Development: Growing the Business
- Intellectual Property
- Exit Strategies

● = Core Course

○ = Optional

A microscopic view of numerous red blood cells, appearing as bright red, biconcave discs against a dark background. The cells are densely packed and vary slightly in focus, creating a sense of depth.

LIFE SCIENCE 101 PROGRAM

Science for the non-scientist is the theme of this condensed learning track. Become familiar with the basics in this easy to understand summation of science building blocks.

This track is intended for those business professionals working in (or about to enter into) a biotechnology, drug discovery or pharmaceutical environment.

The scientist is not a person who gives the right answers, he's one who asks the right questions.

- Claude Lévi-Strauss

PROGRAM DETAILS

Successful completion of this program results in a Record of Professional Development. 60 PDU's (Professional Development Units) are awarded with this certification.

Time Stamp

- 40 Hours: the average time to review all online core courses in this track.

15 Core Courses

- Finance, Marketing, and Sales
- 10+ Video Vignettes of Real World Practitioners

Personalized User Interface

- Progress Gauges and Transcripts
- Suggested Learning Path
- "Remember Me" Feature
- Glossary of Commonly Used Business & Science Terms
- Downloadable Workbooks & Templates

Interactive Communication and Skill Assessments

- People Style Profile (Personality & Communication)
- My Action Plan (Skill-Based Capabilities)

Professional Development Community

- Regional Events, Best Practice Blogs, Member Profiles, Webinars, Links to Skill Building Resources and More!

Examples of Courses in this Program

- Medical Applications: The First Wave of Biotechnology
- The Basics of Microbiology
- Human Physiology
- Product Development
- The Difference Between Traditional & Science Based Marketing & Sales

40
HOURS

15
COURSES

Section 1: Understanding the Business Environment

- **Medical Applications:
The First Wave of
Biotechnology**

Embark on a general overview of how biotechnology is being used to improve the quality of human life and health through the use of diagnostics, wireless medicine, medical devices and pharmaceuticals.
- **Agricultural Applications:
The Second Wave of
Biotechnology**

This course provides a general overview of how biotechnology, in the form of genetically modified crops and animals, is being used to improve agricultural practices.
- **Environmental
Applications:
The Third Wave of
Biotechnology**

This course provides a general overview of how biotechnology is being used to achieve environmental sustainability by using biofeedstocks to create biobased products (e.g. renewable chemicals and biofuels), and as a source for enzymes and other biocatalysts.
- **Introduction to Biology:
The Cell**

The cell is the structural, functional and biological unit of all organisms. In this course, learn about the different cell types in the body, how they develop, and communicate with each other. This course also reviews the components within the cell and how it functions.
- **The Basics of
Microbiology**

There is a thriving world that can be seen without the use of a microscope. This introduction to microbiology classifies cell types and their role in the environment, specifically in human health. Conditions for optimal growth, microbial genetics, host microbe relationships, disease, and antimicrobial therapy are also discussed.
- **Introduction to
Immunology**

Every day there is a battle occurring within the human body. In this course, review the way the body fights off infection, controls extra cell growth within the body and works to stop disease from occurring.
- **Human Physiology**

In this session, the biological properties, processes, and functions of the human organism are discussed. Various systems of the body, and the tissues and organs that make up those systems are also addressed. The human body is carefully organized in increasing levels of complexity aggregating units from cells to form tissues, then organs, and finally the systems that create the whole living structure.
- **Business Ethics**

The role of ethics plays an integral part in governing the organization's roadmap. The basis of a moral compass acts as the central point of reference when it comes to operational conduct. This course explores "Right vs. Wrong" concepts as well as "Right vs. Right."

Section 2: Finance

● **Real World Finance Perspectives**
Video Series

Introduction to Finance by Real World Industry Practitioners

● **The Valuation of Intellectual Property**

Unlike many assets found in the organization, intangible assets (intellectual property) such as patents, trademarks and copyrights, are among the most difficult to quantify in terms of value. There are many approaches to the valuation of IP. This occurs because the licensee and the owner(s) of the IP may have different perceptions of value. For example, the acceptable valuation is essentially whatever the two parties can agree upon. This course takes a look at how the “tribal knowledge” in the company – the intellectual property – is valued.



Section 3: Project, Product, & Process Development

● **Product Development**

Take a closer look at the stages of life science product development, from early discovery to product launch.

● **Regulatory Environment**

This course examines regulatory issues that affect the life sciences industry. Students become acquainted with FDA regulation related to the approval of life science products and their practical application in an industry work environment.

● **Clinical Trials & Phases**

Clinical trials are biomedical or health-related research studies in human beings that follow a pre-defined protocol. This course walks the student through a general overview of the types and phases of clinical trial research.

Section 4: Marketing and Sales

◆ The Difference Between Traditional & Science Based Marketing

There is a distinction between general product marketing and marketing and selling a science-related product. In general applications, marketing focuses on positioning the product for sales through advertising, business-to-business communication, sponsorship and brand building. In contrast, marketing on behalf of science based organizations places more emphasis on the scientists and researchers who developed the product, the scientists who will buy the product, advertising and maintaining an expert reputation, gaining and maintaining visibility in the science environment and maintaining a trustworthy (and ethical) status. This course highlights the unique differences separating traditionally based marketing and sales with that of the science based organization.

◆ Reimbursement

Learn the basics of reimbursement, including coverage, coding and payment.

Life Science 101 Program Snapshot

Record of Professional Development. 60 PDU's.
15 Core Courses. 10+ Video Vignettes.

UNDERSTANDING THE BUSINESS ENVIRONMENT

- Medical Applications: The First Wave of Biotechnology
- Agricultural Applications: The Second Wave of Biotechnology
- Environment Applications: The Third Wave of Biotechnology
- Introduction to Biology: The Cell
- The Basics of Microbiology
- Introduction to Immunology
- Human Physiology
- Business Ethics

FINANCE

- Real World Finance Perspectives - *Video Series*
- The Valuation of Intellectual Property

PROJECT, PRODUCT AND PROCESS

- Product Development
- Regulatory Environment
- Clinical Trials & Phases

MARKETING AND SALES

- The Difference Between Traditional & Science-Based Marketing
 - Reimbursement 101
-

- = Core
- = Optional

A close-up, low-angle shot of a typewriter keyboard, focusing on the keys and the circular typebars. The image is heavily tinted with a deep blue color, creating a professional and technical atmosphere. The keys are arranged in a diagonal line from the bottom left towards the top right. The typebars are visible on the right side, with numbers like 16, 17, and 18 printed on them. The lighting is dramatic, highlighting the metallic textures and the circular shapes of the keys and typebars.

MEDTECH IMMERSION PROGRAM

Essential business fundamentals are brought to the forefront along with the development and commercialization of biomedical devices and emerging technologies in this comprehensive learning track.

This program is intended to acquaint the technologist-scientist with business fundamentals and the business professional with the essentials found in designing and managing medical devices.

I cannot think of a single field in biology or medicine in which we can claim genuine understanding, and it seems to me the more we learn about living creatures, especially ourselves, the stranger life becomes.

- Lewis Thomas

PROGRAM DETAILS

Successful completion of this program results in a Certificate of Achievement, 120 PDU's (Professional Development Units) are awarded with this certification.

Time Stamp

- 80 Hours: the average time to review online core courses in this track.

30 MedTech Specific Core Courses

- Project Management Fundamentals (Recognized by PMI)
- Comprehensive Communication Series
- Finance, Marketing, and Sales
- 100+ Video Vignettes of Real World Practitioners
- 21 Optional Courses

Personalized User Interface

- Progress Gauges and Transcripts
- Suggested Learning Path
- "Remember Me" Feature
- Glossary of Commonly Used Business & Science Terms
- Downloadable Workbooks & Templates

Interactive Communication and Skill Assessments

- People Style Profile (Personality & Communication)
- My Action Plan (Skill-Based Capabilities)

Professional Development Community

- Regional Events, Best Practice Blogs, Member Profiles, Webinars, Links to Skill Building Resources and More!

Examples of Courses in this Program

- Medical Applications: The First Wave of Biotechnology
- Medical Device R&D Process
- Technological Trends
- Regulatory Environment MedTech Part A & B
- The Difference Between Traditional & Science Based Marketing

**80
HOURS** / **30
COURSES**

Section 1: Understanding the Business Environment

- **Introduction to Medical Devices/Technology**

The “Introduction to Medical Devices” course is intended to provide a bird’s eye view of the Medical Technology industry. This course will outline detailed definitions, introduce key legislative and regulatory players, and briefly discuss the evolutionary (research and development) process of a medical device.
- **Medical Applications: The First Wave of Biotechnology**

Embark on a general overview of how biotechnology is being used to improve the quality of human life and health through the use of diagnostics, wireless medicine, medical devices and pharmaceuticals.
- **Agricultural Applications: The Second Wave of Biotechnology**

This course provides a general overview of how biotechnology, in the form of genetically modified crops and animals, is being used to improve agricultural practices.
- **Environmental Applications: The Third Wave of Biotechnology**

A general overview of how biotechnology is being used to achieve environmental sustainability by using biofeedstocks to create biobased products (e.g. renewable chemicals and biofuels), and as a source for enzymes and other biocatalysts, is presented in this course.
- **Medical Device R&D Process (Coming Spring 2014)**

What problem needs to be solved? What is the best way to solve it? From concept to creation to capitalization - this course walks through the evolutionary process of a Medical Device.
- **In Vitro Diagnostics (Coming Spring 2014)**

This course provides an overview of one of the largest segments of the Medical Device industry – Diagnostics. Topics include; definitions, categories, regulation, spotlight devices, and trends.
- **Wireless: Intersection of Mobile and Medical Device Part A**

The first installment of this two-part series outlines defining characteristics of the mHealth movement, environmental factors that contributed to its evolution, and categories prescribed to it by the Federal Communications Commission (FCC).
- **Wireless: Intersection of Mobile and Medical Device Part B (Coming Spring 2014)**

Part B of this series offers a broader look at the types of Wireless Medical Devices - from implants to fashion accessories to smartphones and apps. It also provides an overview summary of various uses for digital healthcare solutions as well as potential challenges that must be overcome in order to maintain its momentum.
- **Types of Wireless Medical Technologies Part A**

The first of this two-part series outlines the different categories for Wireless Medical Devices as designated by the Federal Communications Commission (FCC) and then dives in to a bit more detail on the subject of implantable wireless medical technology.
- **Types of Wireless Medical Technologies Part B**

Part B of the series starts by examining wearable medical devices and closes with a look at hand-held devices, including the software and “big data” used to drive them.



◆ **Orthopedic Medical Devices
(Coming Spring 2014)**

This course takes a look at the world of Orthopedics and Prosthetics. Topics include definitions and regulatory guidelines, spotlight products and advances, and top trends.

◆ **U.S. Device Industry
SWOT Analysis**

Such subjects as the expanding and aging population, emerging markets and marketing models, new regulatory obstacles, and other factors are highlighted in this course which examines strengths and weaknesses present within the U.S. Medical Device industry today as well as the opportunities and threats that will impact its future.

◆ **Technological Trends**

There has never been a more challenging and exciting time to be a part of the Medical Device industry. This course will examine some of the top challenges and trends that anyone involved with Medical Technology should be aware of. Some of the topics covered in this course include; Do-It-Yourself movement (mad scientist garages and incubators), patient empowerment, robotics, globalization, U.S. economic indicators, and more.

◆ **Business Ethics**

The role of ethics plays an integral part in governing the organization's roadmap. The basis of a moral compass, ethics are the central point of reference when it comes to operational conduct. This course explores "Right vs. Wrong" concepts as well as "Right vs. Right."

◆ **Say it Smart
Across Styles**

One size fits one, not all. Learn how to adapt your communication style so that you can influence others who are different from you. Are you an out-loud thinker or an internal percolator? Are you crazy about people or do people just plain make you crazy? What about a penchant for seeing the whole forest, or are you into examining each and every tree? Whatever your style, chances are, it's not exactly the same as those you work with. A downloadable workbook accompanies this course.

○ **Say it Smart
in Emails**

More than 2 billion emails are sent globally each day. 92% are SPAM. Learn when to email and when not to. Get your email message across with the utmost clarity via striking subject headers, BLOT, bullet like text, and other helpful tips and techniques to keep you from drowning in an email tidal wave. A downloadable workbook accompanies this course.

● **Say it Smart
in Meetings**

Meetings rank right up there with email when it comes to workplace interruptions. Learn how to go from mundane to exceptional meeting attendance and management by identifying the different types of meetings, ways to prepare for them, how to facilitate, when to attend, and who to invite. A downloadable workbook accompanies this course.

○ **Say It Smart
in Presentations**

When queried, most people say they fear public speaking more than death. Learn constructive ways to overcome fears. Avoid Power-Pointitis by identifying the 3 C's when influencing through presentation: Clarity, Credibility, Connection.

● **Say It Smart
in Times of Conflict
Part A**

This two-part series explores how to “say it smart” when confronting conflict in the workplace. Part A addresses ways to prevent conflict from occurring in the first place - the optimum strategic and beneficial approach.

● **Say It Smart
in Times of Conflict
Part B**

When conflict does occur, be the “adult in the room.” In this second part of the conflict series, learn ways to effectively dismantle conflict and garner respect in the process. A downloadable workbook accompanies this two-part course.

● **Say It Smart
to Influence**

It's not business. It's personal. We communicate differently depending on our business reporting relationship, the historical relationship with others, stakes involved, and any emotional underpinnings. Be a savvy communicator when managing up or down by learning the 3 C's: Clarity, Credibility, Connection.

○ **The History of Teams**

Review the history of teams as well as the stages of team relationships and expected performance outcomes. There are several paradigm shifts in the workplace but none seemingly greater than that of moving from a traditional hierarchy in organizational and reporting structure. Today's mandate is not only that of interacting and engaging across functional silos through a team configuration, but quickly moving the team to a stage of high performance.

● **Winning Formula for
Today's Teams**

This course moves from the question of “What is a team?” to the question of “How are effective teams created and managed?” With today's organizations shifting from hierarchical, top-down structure and communication, to more virtual, collaborative and transparent interaction (information moving in all directions) workers and managers alike are required to juggle a variety of tasks simultaneously via project team assignments. This session explores effective ways to work within this evolving work structure.

Section 2: Finance

○ **Real World Finance Perspectives**
Video Series

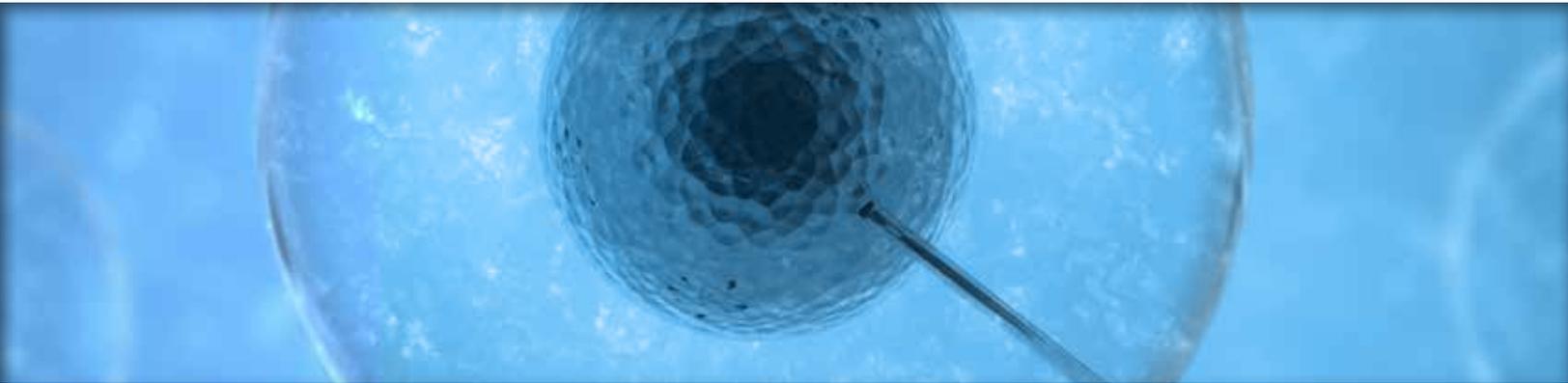
Introduction to Finance by Real World Industry Practitioners

○ **Accounting 101**

Learn basic accounting definitions and master accounting concepts.

● **Budgeting**

This course explores and underscores the rationale behind budgeting, the more commonly created budgets used by organizations, and the key budget elements used to keep the company moving in the right direction.



● **Financial Statements**

Financial statements are formal records of a company's financial activities. This course clearly explains income statements, balance sheets, statements of cash flow, and statements of owner equity.

○ **Raising Capital MedTech**

Learn key financing methodologies and how they impact the activities of today's companies.

○ **The Valuation of Intellectual Property**

Unlike many assets found in the organization, intangible assets (intellectual property) such as patents, trademarks and copyrights, are among the most difficult to quantify in terms of value. There are many approaches to the valuation of IP. This occurs because the licensee and the owner(s) of the IP may have different perceptions of value. For example, the acceptable valuation is essentially whatever the two parties can agree upon. This course takes a look at how the "tribal knowledge" in the company – the intellectual property – is valued.

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"No plan is a plan to fail." Planning gets people involved and gets them thinking through issues and areas that wouldn't be discussed otherwise. This course is aimed at discussing planning strategies, assigning resources and better defining project scope. Overall, the plan establishes the interpretation of the why, what, how, who, how much, and when of the project.
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Correctly gathering the specifications and requirements from the customer is critical to a successful project. This course examines ways with which to gather and assess requirements. A downloadable workbook accompanies this course.
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"How does a project get to be a year late? ... One day at a time." To avoid schedule delays or budget overages, project implementation is critical. It's this phase of the project (implementation and control) when real work is being completed, status meetings are held and reports are delivered to stakeholders on project progress. A downloadable workbook accompanies this course.



- **Project Management: Close-out**

Closing out the project can be as critical as launching it. Learn how to ensure that all aspects of the project have been thoroughly addressed - from final paper work to lessons learned - all of which can be promulgated throughout the organization. Also, learn the steps of handing off the project to on-going management. Rewarding and celebrating project success goes a long way to ensuring that team members are likely to invest the same amount of energy and passion in future endeavors.
- **Regulatory Environment MedTech Part A**

Regulations are dynamic. In other words, they are in a constant state of flux. It's the responsibility of each company to ensure their products are in compliance with international, federal, state, and local regulations. This two-part series seeks to highlight some of the more prominent points associated with the multi-facets of regulations impacting the MedTech company. Part A addresses topics such as regulatory oversight, the FDA background, class, category and code processes, preclinical research and global aspects of regulatory influence.
- **Regulatory Environment MedTech Part B**

Part B of this two-part series focuses on regulatory processes such as market requirements, clinical trials, contract research organizations, controls and ways to work more effectively with the FDA.
- **Manufacturing**

Manufacturing is the large scale production of an approved pharmaceutical or device for the consumer market. This course explores the difference between substance and a product, and how outsourcing is utilized by life science companies.
- **Quality Systems**

This course examines quality issues that affect the life science industry. The need for product quality, good practice quality standards (GxPs), and the role of the FDA in quality regulations is explored.
- **Purchasing & Supply Chain Management (Coming Spring 2014)**

Purchasing & Supply Chain Management explores everything from supplier selection and sourcing to managing quality and intellectual property. This high level summary course is designed to provide a well-rounded view of all that is involved from the creation of an idea to the obsolescence of that product.

Section 4: Marketing and Sales

○ Real World Marketing & Sales Perspectives <i>Video Series</i>	Introduction to Marketing & Sales by Real World Industry Practitioners
● Introduction to Sales & Marketing	Identify the components of a marketing plan and learn how to identify potential customers, as well as develop product distribution channels.
○ The Difference Between Traditional & Science Based Marketing	There is a distinction between general product marketing and marketing and selling a science-related product. In general applications, marketing focuses on positioning the product for sales through advertising, business-to-business communication, sponsorship and brand building. In contrast, marketing on behalf of science based organizations places more emphasis on the scientists and researchers who developed the product, the scientists who will buy the product, advertising and maintaining an expert reputation, gaining and maintaining visibility in the science environment, and maintaining a trustworthy (and ethical) status. This course highlights the unique differences separating traditional marketing and sales with that of the science based organization.
● Market Analysis	This course explores the advantage of completing a market analysis before launching a new product or company, and uses this data to construct a feasible business plan to attract corporate partners.
● Reimbursement MedTech	Learn the basics of reimbursement, including coverage, coding and payment.
○ In the Beginning - the Business Plan	When considering operations and the business environment, it helps to refer back to the organization's genesis – its business plan. This course discusses the factors required for translating a great idea into a tangible business. From identifying and understanding financial considerations, to conducting a market analysis, to clarifying the potential viability of products – all of these elements become the organization's roadmap for successful evolution.
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○ Exit Strategies	This course explores the different methods a company owner can use to “cash out” of an investment. This can be accomplished by selling the technology outright, through an initial public offering, via mergers and acquisitions, or through spin-out companies.

MedTech Immersion Program Snapshot

Certificate of Achievement with 120 PDU's. 30 Core Courses. 100+ Video Vignettes. 21 Optional Courses.

UNDERSTANDING THE BUSINESS ENVIRONMENT

- Introduction to Medical Device/Technology
- Medical Applications:
 - The First Wave of Biotechnology
- Agricultural Applications:
 - The Second Wave of Biotechnology
- Environmental Applications:
 - The Third Wave of Biotechnology
- Medical Device R&D Process (Coming Spring 2014)
- In Vitro Diagnostics (Coming Spring 2014)
- Wireless: Intersection of Mobile and Medical Device Part A
- Wireless: Intersection of Mobile and Medical Device Part B (Coming Spring 2014)
- Types of Wireless Medical Technologies Part A
- Types of Wireless Medical Technologies Part B
- Orthopedic Medical Devices (Coming Spring 2014)
- U.S. Device Industry SWOT Analysis
- Technological Trends
- Business Ethics
- Say it Smart Across Styles
- Say it Smart in Emails
- Say it Smart in Meetings
- Say it Smart in Presentations
- Say it Smart in Times of Conflict Part A
- Say it Smart in Times of Conflict Part B
- Say it Smart to Influence
- The History of Teams
- Winning Formulas for Today's Teams

FINANCE

- Real World Finance Perspectives - *Video Series*
- Accounting 101
- Budgeting
- Financial Statements
- Raising Capital MedTech
- The Valuation of Intellectual Property

PROJECT, PRODUCT, & PROCESS

- Real World Project & Product Perspectives - *Video Series*
- Project Management: Introduction
- Project Management: Initiation
- Project Management: Planning Part A
- Project Management: Planning Part B
- Project Management: Developing Requirements
- Project Management: Implementation & Control
- Project Management: Close-out
- Regulatory Environment Part A
- Regulatory Environment Part B
- Manufacturing
- Quality Systems
- Purchasing & Supply Chain Management (Coming Spring 2014)

MARKETING & SALES

- Real World Marketing & Sales Perspectives - *Video Series*
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- The Difference Between Traditional & Science Based Marketing
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- Business Development: Growing the Business
- Intellectual Property
- Exit Strategies

-
- = Core Course
 - = Optional



ADVANCED PROJECT MANAGEMENT PROGRAM

Go beyond project management fundamentals and discover how the experts wrestle with the weightier issues confronting the workplace today.

This learning track is intended for those desiring a deeper dive into the project management field as it pertains to a science or high technology focused environment.

Operations keeps the lights on, strategy provides a light at the end of the tunnel, but project management is the train engine that moves the organization forward.

- Joy Gumz

PROGRAM DETAILS

Successful completion of this program results in a Record of Professional Development, (60 PDU's Professional Development Units) are awarded with this certification.

Time Stamp

- 40 Hours: the average time to review all online core courses in this track.

16 Project Management Specific Core Courses

- Project Management Fundamentals (Recognized by PMI)
- Advanced Project Management Topics
- 50+ Video Vignettes of Real World Practitioners

Personalized User Interface

- Progress Gauges and Transcripts
- Suggested Learning Path
- "Remember Me" Feature
- Glossary of Commonly Used Business & Science Terms
- Downloadable Workbooks & Templates

Interactive Communication and Skill Assessments

- People Style Profile (Personality & Communication)
- My Action Plan (Skill-Based Capabilities)

Professional Development Community

- Regional Events, Best Practice Blogs, Member Profiles, Webinars, Links to Skill Building Resources and More!

Examples of Courses in this Program

- Project Management: Introduction
- Project Management: Initiation
- Project Management: Implementation & Control
- Risk Mitigation - How to Really Know Your Risks
- Advanced Project Leadership

40
HOURS

16
COURSES

Section 1: Project Management Fundamentals

- **Project Management: Introduction**

With the successful execution of projects often determining an organization's success or failure, many are increasingly adopting the principles, tools and techniques of project management. This course sets the stage and provides the rationale for becoming fluent in project management. A downloadable workbook accompanies this course.
- **Project Management: Initiation**

There's an old adage that says "Time spent at the beginning makes for a better ending." The purpose of the initiation phase is to start the project (literally), providing the backdrop for all aspects of the project, including any potential problems perceived by the customer. The initiation phase quantifies and defines a sometimes vague need into something tangible and actionable. A downloadable workbook accompanies this course.
- **Project Management: Planning Part A**

"No plan is a plan to fail." Planning gets people involved and gets them thinking through issues and areas that wouldn't be discussed otherwise. This course is aimed at discussing planning strategies, assigning resources and better defining project scope. Overall, the plan establishes the interpretation of the why, what, how, who, how much, and when of the project.
- **Project Management: Planning Part B**

In this second part of planning, you will learn more tools and techniques for effective project scoping. A downloadable workbook accompanies this two-part course.
- **Project Management: Developing Requirements**

Correctly gathering the specifications and requirements from the customer is critical to a successful project. This course examines ways with which to gather and assess requirements. A downloadable workbook accompanies this course.
- **Project Management: Implementation & Control**

"How does a project get to be a year late? ... One day at a time." To avoid schedule delays or budget overages, project implementation is critical. It's this phase of the project (implementation and control) when real work is being completed, status meetings are held and reports are delivered to stakeholders on project progress. A downloadable workbook accompanies this course.
- **Project Management: Procurement**

Some projects may require a "make or buy decision" to be made. This course explores ways the project manager works with purchasing when scope includes contracts and external vendors.
- **Project Management: Quality**

The cost of poor quality can be felt for years and by all parts of the organization. This course explains the processes used to set quality policies, objectives and responsibilities as well as how to properly apply and track this important dimension in projects.

● **Project Management:
Close-out**

Closing out the project can be as critical as launching it. Learn how to ensure that all aspects of the project have been thoroughly addressed - from final paper work to lessons learned - all of which can be promulgated throughout the organization. Also, learn the steps of handing off the project to on-going management. Rewarding and celebrating project success goes a long way to ensuring that team members are likely to invest the same amount of energy and passion in future endeavors.



Section 2: Advanced Project Management Topics

● **Points of Pain –
Why Projects Fail**

In this advanced project management course, we explore the points of pain leading to project failure as a way to learn how to better manage outsourced projects and exercise extreme project leadership. Also, learn what it takes to facilitate a portfolio of program management under the umbrella of a Project Management Office.

● **The Initiation Phase –
A Deep Dive**

There's initiation, and then there's the project launch in which no large stone has been left un-turned. This advanced project management course goes beyond the average course on initiation, walking you through the finer points of setting the stage, conducting process planning, and setting scope boundaries early.

● **Developing Requirements
– Correcting Early**

This advanced project management course focuses on examining critical systems, business needs, and non-functional specifications when developing requirements. The benefits of correcting early are stressed.

● **Risk Mitigation –
How to Really Know
Your Risks**

Risks are inherent in any project, but non more so than those large commercial endeavors in which budget, schedule and output are hefty factors. This advanced project management course explores ways to identify your risks from the beginning and mitigate for them early.

● **Broken Projects –
Diagnosis & Repair**

Learning to recognize problems early avoids the weighty consequences associated with a broken project down the road. This advanced project management course points out ways to recognize problems as well as leverage the earned value approach, proactive communication, and the adoption of project recovery phases.

● **Duration & Cost
Estimating Under
Conditions of Uncertainty**

How do you estimate with so many unknown variables? This course uses statistical and probability analysis to provide meaningful cost and time estimates within projects.

● **Advanced Project
Leadership**

Extreme project require advanced project leadership. This course explores effective ways to build an agile project team by raising awareness and providing tools to garner stakeholder involvement early on. A focus is also placed on adopting genuine leadership characteristics vs. relying solely on traditional management techniques.

Advanced Project Management Program Snapshot

Record of Professional Development. 60 PDU's.
16 Core Courses. 50+ Video Vignettes.

PROJECT MANAGEMENT FUNDAMENTALS

- Project Management: Introduction
- Project Management: Initiation
- Project Management: Planning Part A
- Project Management: Planning Part B
- Project Management: Developing Requirements
- Project Management: Implementation & Control
- Project Management: Procurement
- Project Management: Quality
- Project Management: Close-out

ADVANCED PROJECT MANAGEMENT TOPICS

- Points of Pain – Why Projects Fail
- The Initiation Phase – A Deep Dive
- Developing Requirements – Correcting Early
- Risk Mitigation – How to Really Know Your Risks
- Broken Projects – Diagnosis & Repair
- Duration & Cost Estimating Under Conditions of Uncertainty
- Advanced Project Leadership

● = Core Course

○ = Optional



LEADEROLOGY IMMERSION PROGRAM

Emerging leaders discover what it means to manage, lead and ultimately engage others in this people focused learning track.

This track is intended for the high potential employee assuming greater roles and responsibilities in a biomedical device, biotechnology, drug discovery, bio-renewable, biofuel or pharmaceutical environment.



The most dangerous leadership myth is that leaders are born—that there is a genetic factor to leadership. That's nonsense; in fact, the opposite is true. Leaders are made rather than born.

- Warren Bennis

PROGRAM DETAILS

Successful completion of this program results in a Certificate of Achievement. 120 (PDU's Professional Development Units) are awarded with this certification.

Time Stamp

- 80 Hours: the average time to review all online core courses in this track.

30 Core Courses

- Project Management Fundamentals (Recognized by PMI)
- Comprehensive Communication Series
- Leading People and Influencing the Workplace
- 20+ Video Vignettes of Real World Practitioners
- 3 Optional Courses

Personalized User Interface

- Progress Gauges and Transcripts
- Suggested Learning Path
- "Remember Me" Feature
- Glossary of Commonly Used Business & Science Terms
- Downloadable Workbooks & Templates

Interactive Communication and Skill Assessments

- People Style Profile (Personality & Communication)
- My Action Plan (Skill-Based Capabilities)

Professional Development Community

- Regional Events, Best Practice Blogs, Member Profiles, Webinars, Links to Skill Building Resources and More!

Examples of Leaderology Courses in this Program

- Ability to Think Bigger & More Critically
- Decision Making
- Say it Smart in Meetings
- Leadership Blueprint
- Prioritizing the Priorities

80
HOURS

30
COURSES

Section 1: Management Fundamentals

○ **The Genesis of Management**
(Coming Spring 2014)

There's a reason why management is the way it is in today's workplace. This course explores the influence from some of the key thinkers and social economic events from the past 100 years that have shaped the various functions and edicts associated with managing others. Learning the background to primary management responsibilities such as organizing, delegating and rewarding, sets the stage for anticipating future workplace trends.

● **Ability to Think Bigger & More Critically**

In order to avoid the pitfall of smooth-talking (without any merit or substance), learn to apply a critical thinking framework. Identifying the activities of "bigger thinking" actually stems from the days of Socrates (some 2500 years ago) in which the ability to acquire a certain set of skills aimed at gathering and synthesizing information with clarity and consistent rationale was emphasized. Learn what it takes to be a more constructive critical thinker – the basis of individual contribution and effective leadership.

● **Emotional Intelligence Part A**

Being smart isn't just about a college degree that has been earned, but rather a reflection of how intelligent an individual is when managing his emotions. Based on Daniel Goleman's groundbreaking synthesis of the latest findings in biology and brain science, this two-part series explores an individual's innate "wiring to connect" as well as the emotional power each person wields in the workplace.

● **Emotional Intelligence Part B**

Part B of the Emotional Intelligence series presents more detail on the remaining competency areas, the brain's role, and the topic of the social brain.

● **Problem Solving**

Problem solving is a cognitive process directed at achieving a goal where no solution is obvious upon first glance. In this session, a systematic approach to defining the problem (which results in a menu of possible solutions) is emphasized. Problem solving approaches are explored such as Cause and Effect (Ishikawa Model), Weighted T-Charts, 5-Why Questioning and a modified 7-Step Kepner-Tregoe Model.

● **Decision Making**

Problem solving promotes an array of possible solutions, while decision making is all about narrowing down the possibilities – the target of which is choosing a course of action and determining potential consequences. This course focuses upon methods for making sound decisions based on the quality of data collected.

● **The Role of Ethics**
Video Series

Practitioners and thought leaders speak on the topic of Ethics in business.

● **Business Ethics**

The role of ethics plays an integral part in governing the organization's roadmap. The basis of a moral compass acts as the central point of reference when it comes to operational conduct. This course explores "Right vs. Wrong" concepts as well as "Right vs. Right."

Section 2: Say it Smart

◆ Say it Smart Across Styles

One size fits one, not all. Learn how to adapt your communication style so that you can influence others who are different from you. Are you an out loud thinker or an internal percolator? Are you crazy about people or do people just plain make you crazy? What about a penchant for seeing the whole forest, or you more into examining each and every tree? Whatever your style, chances are, it's not exactly the same as those you work with. A downloadable workbook accompanies this course.

◆ Say it Smart in Emails

More than 2 billion emails are sent globally each day. 92% are SPAM. Learn when to email and when not to. Get your email message across with the utmost clarity via striking subject headers, BLOT, bullet like text and other helpful tips and techniques to keep you from drowning in an email tidal wave. A downloadable workbook accompanies this course.



◆ Say it Smart in Meetings

Meetings rank right up there with email when it comes to workplace interruptions. Learn how to go from mundane to exceptional meeting attendance and management by identifying the different types of meetings, ways to prepare for them, how to facilitate, when to attend and who to invite. A downloadable workbook accompanies this course.

◆ Say It Smart in Times of Conflict Part A

This two-part series explores how to “say it smart” when confronting conflict in the workplace. Part A addresses ways to prevent conflict from occurring in the first place - the optimum strategic and beneficial approach.

◆ Say It Smart in Times of Conflict Part B

When conflict does occur, be the “adult in the room.” In this second part of the conflict series, learn ways to effectively dismantle conflict and garner respect in the process. A downloadable workbook accompanies this two-part series.

● **Say It Smart
to Influence**

It's not business. It's personal. We communicate differently depending on our business reporting relationship, the historical relationship with others, stakes involved and any emotional underpinnings. Be a savvy communicator when managing up or down by learning the 3 C's: Clarity, Credibility, Connection.

● **Say It Smart
in Presentations**

When queried, most people say they fear public speaking more than death. Learn constructive ways to overcome fears. Avoid Power-Pointitis by identifying the 3 C's when influencing through presentation: Clarity, Credibility, Connection.

○ **Say It Smart
When Interviewing**
(Coming Spring 2014)

Finding the right talent is paramount among today's management ranks. Learn best practices in conducting a well-planned interview including what to ask and how to ask the questions to solicit the most useful responses from a candidate. Also discover those body language signals that provide additional data about the potential fit of a candidate.

Section 3: Leading People

● **My Action Plan for
Development**
(Based on Assessment)

Leading others requires skills as well as a life-long commitment to continuous improvement. Thoughtful consideration to personal performance capabilities is a must for those expecting to move up the capabilities ladder of increased role and responsibility. This session focuses on a logical starting point in developing overall management and leadership behaviors by referencing the My Action Plan assessment – an element of the eLearning platform. This industry and academically vetted survey spans the capabilities matrix of skills – from Individual Contributor... to Supervisor... to Manager. With original research conducted among several University of California campuses, this appraisal guides users to rate themselves on behaviorally based workplace scenarios.

● **Leadership Blueprint**
(Coming Spring 2014)

As a leader, are you thinking about “what's next” or simply “what's done”? The ability to anticipate change... to have a mindset of continuous improvement that culls out the ordinary from the extraordinary is the focus of this session. This course explores the 4 C's when crafting a leadership blueprint – Character, Clarity, Credibility and Connection. John Kotter's model contrasting management with leadership is also highlighted.



◆ **Talent Management**
(Coming Spring 2014)

Every Biotechnology, Medical Device & Technology, Biofuel, Life Sciences and Biorenewable product based organization will tell you that they will rise or fall based on the talent hired. Investing in their people to bring coveted “know-how” and “work performance fit” to the table represents their organization’s key to future success as well as signifies their largest outlay of capital. In essence, talent management is the science of using strategic human resource principles to improve business value and make it possible for organizations to achieve their goals. This session probes workforce planning such as recruitment, retention, development and reward.

◆ **The History of Teams**

Review the history of teams as well as the stages of team relationships and expected performance outcomes. There are several paradigm shifts in the workplace but none seemingly greater than that of moving from a traditional hierarchy in organizational and reporting structure. Today’s mandate is not only that of interacting and engaging across functional silos through a team configuration, but quickly moving the team to a stage of high performance.

◆ **Winning Formula for Today’s Teams**

This course moves from the question of “What is a team?” to the question of “How are effective teams created and managed?” With today’s organizations shifting from hierarchical, top down structure and communication to more virtual, collaborative and transparent interaction (information moving in all directions) – workers and managers alike are required to juggle a variety of tasks simultaneously via project team assignments. This session explores effective ways to work within this evolving work structure.

● **Author, Edit, Delegate**
(Coming Spring 2014)

To delegate is a fundamental function of management and yet, to give instruction in a way that leverages an individual's motivation (and therefore contribution) is a tenet of leadership. This course examines delegation in a way that sparks constructive interaction versus traditional top-down driven edicts. Learn how to "author" key work activities for your direct reports each business quarter (rather than every 12 months) with instructions on how to "edit" these significant milestones. Over time, your staff will become efficient consumers of this model wherein they "author" their chief work activities and you "edit" – all of which allows you to attend to more urgent (and important) matters.

● **The 3 R's:**
Part A

There are three basic constructs when interacting with others – Respect, Recognize and Reward. In this first part of the 3R series, the concept of "Respect" is examined. Many agree that this one element is the most referenced theme in today's workplace. Learn practical ways to demonstrate regard for others – especially when differing from you in viewpoint, background, age and culture.

● **The 3 R's:**
Part B

In Part B of this series, the ability to "Recognize" is addressed. Acknowledging others has two distinct applications. First, learn to understand and appreciate differences and secondly, pay deliberate attention to celebrating constructive contributions an individual makes to the team and consequently, the organization's productivity.

● **Coach to Engage**
(Coming Spring 2014)

There is a gap in today's workplace engagement. According to the Corporate Leadership Council who surveyed 50,000 employees in 27 countries, the ability to engage a worker on an intellectual level determines the degree of attraction the organization holds for that individual at his or her point of hire. However, when it comes to whether or not that worker will give their best when they do show up for work is hinged on how well the emotional argument is made by the manager. This session investigates the business case for engagement and how to forge a stronger working relationship through effective coaching techniques such as support for achieving specific goals, the provision of opportunities to increase self-insight (rather than dictatorial mandates), and fostering a working relationship based on candor and integrity.

Section 4: Influencing the Workplace

● **Business Operations** *(Coming Spring 2014)*

Operations managers help the various departments within a company coordinate to meet the end goal with a mandate to hire talent (staff) and acquire the materials needed to provide the goods or services clients want. This course provides an overview to making strategic decisions about what customers are likely to buy and how to communicate that goal to a wide variety of people within the organization or at the very least, to become a savvy consumer on the topic. With operations at the heart of most companies, being knowledgeable about this function enables a manager to create strategies to help their employees work more efficiently.

● **World Class Performance** *(Coming Spring 2014)*

When it comes to performance, every organization strives to be world class. This course addresses operational benchmarks associated with being a world-class enterprise such as customer –focused innovation, advanced talent management, systemic continuous improvement, extended enterprise management, sustainable product and process development and global engagement.

● **Prioritizing the Priorities**

Everyone has been there. The place where everything appears to be a priority – where it seems each project has a deadline that falls at the same time and where every customer’s need carries the same weight. This session is aimed at equipping managers to learn the art (and science) of figuring out which things come first. Pragmatic models are explored such as the Project Management Triple Constraint, Priority Matrix and a weighted Score Card.

● **Budgeting**

This course explores and underscores the rationale behind budgeting, the more commonly created budgets used by organizations, and the key budget elements used to keep the company moving in the right direction.

● **Market Analysis**

This course explores the advantage of completing a market analysis before launching a new product or company, and uses this data to construct a feasible business plan to attract corporate partners.

○ **Intellectual Property**

Explore the qualifications of intellectual property, the different ways that intellectual property can be protected and the methods in which intellectual property can be transferred to other organizations.

◆ **Authoring &
Managing Change**
(Coming Spring 2014)

Change is believed to be the planned or unplanned response of an organization to the pressures brought about by individuals, teams, or special-interest groups both inside and outside the organization. By definition, the organization's survival requires an effective response to change which often necessitates a choreographed plan. This session addresses the business case for change, how to create a powerful, guiding human network (dedicated project team), ensuring the team understands the vision for change (the rationale behind it), governance (through a change charter document) and the quintessential communication framework.

◆ **Vision & Strategy Setting**
(Coming Spring 2014)

While everyone has ideas, not everyone can articulate them in a meaningful way. Warren Bennis, Noel Tichy and other thought leaders have long expressed that the ability to take a philosophical idea and translate it into something others can act upon is one of the chief obstacles associated with leadership today. This course examines the concept of converting "squishy" concepts into a useful reality through a unique and simple model of crafting a vision and setting the strategy to implement it.

Leaderology Immersion Program Snapshot

Certificate of Achievement with 120 PDU's. 30 Core Courses.
20+ Video Vignettes. 3 Optional Courses.

MANAGEMENT FUNDAMENTALS

- The Genesis of Management (*Coming Spring 2014*)
- Ability to Think Bigger & More Critically
- Emotional Intelligence Part A
- Emotional Intelligence Part B
- Problem Solving
- Decision Making
- The Role of Ethics - *Video Series*
- Business Ethics

SAY IT SMART

- Say it Smart Across Styles
- Say it Smart in Emails
- Say it Smart in Meetings
- Say it Smart in Times of Conflict Part A
- Say it Smart in Times of Conflict Part B
- Say it Smart to Influence
- Say it Smart in Presentations
- Say it Smart When Interviewing (*Coming Spring 2014*)

LEADING PEOPLE

- My Action Plan for Development (*Based on Assessment*)
- Leadership Blueprint (*Coming Spring 2014*)
- Talent Management (*Coming Spring 2014*)
- The History of Teams
- Winning Formula for Today's Teams
- Author, Edit, Delegate (*Coming Spring 2014*)
- The 3 R's: Part A
- The 3 R's: Part B
- Coach to Engage (*Coming Spring 2014*)

INFLUENCING THE WORKPLACE

- Business Operations (*Coming Spring 2014*)
 - World Class Performance (*Coming Spring 2014*)
 - Prioritizing the Priorities
 - Budgeting
 - Market Analysis
 - Intellectual Property
 - Authoring & Managing Change (*Coming Spring 2014*)
 - Vision & Strategy Setting (*Coming Spring 2014*)
-

● = Core Course

○ = Optional

IMAGINE. INSPIRE. INNOVATE. PROGRAM

Address the wicked questions bioscience and biotechnology professionals are asking when it comes to innovation. Discover how creativity can gain a foothold, how obstacles to innovation can be overcome and explore practical ways to tap into the tribal knowledge of the organization without having to buy ideas from outside consultant groups.



Discovery consists of seeing what everybody has seen and thinking what nobody has thought.

– Albert von Szent-Gyorgy

PROGRAM DETAILS

Successful completion of this program results in a Record of Professional Development, 60 PDU's (Professional Development Units) are awarded with this certification.

Time Stamp

- 40 Hours: the average time to review online core courses in this track.

8 Core Courses

- Comprehensive Innovation Series

Personalized User Interface

- Progress Gauges and Transcripts
- Suggested Learning Path
- “Remember Me” Feature
- Glossary of Commonly Used Business & Science Terms
- Downloadable Workbooks & Templates

Interactive Communication and Skill Assessments

- People Style Profile (Personality & Communication)
- My Action Plan (Skill-Based Capabilities)

Professional Development Community

- Regional Events, Best Practice Blogs, Member Profiles, Webinars, Links to Skill Building Resources and More!

Examples of Core Courses in this Program

- Introduction to Innovation
- Creativity vs. Innovation
- Barriers to Innovation
- Innovating Beyond Products
- Biomimicry: Learning from Nature

40
HOURS

8
COURSES

Section 1: Innovation

- **Introduction to Innovation**

According to the National Innovation Initiative Report, innovation is thought to be the single most important factor in determining success through the 21st century. Not only is innovation a factor of success for the short term, but also a component of a company's long-term viability. This course introduces the topic of innovation by highlighting recognized standards, definitions, implications and how this dynamic practice impacts today's biotech workplace.
- **Creativity vs. Innovation**

Without creativity, there is no innovation. Play sets the stage for experimentation from which "more bigly" ideas can be entertained. This course addresses the four stages of exploring the role of imagination and play within the workplace such as Awareness, Incubation, Illumination and Verification.
- **Barriers to Innovation**

For most companies, barriers to implementing innovation are rife. This course highlights the more common obstacles such as Perceptual, Emotional, Intellectual and Environmental and illustrates ways with which to overcome these hurdles.
- **Innovating Beyond Products**

The span of innovation is deep and wide and extends beyond the creation of products alone. There's an interesting push-pull when considering innovation. The pull stems from marketplace factors whereas the push is fueled by changing technology. This course reviews the marriage between market demands and technology accommodation and sets the stage for how big an impact an innovative idea will have on the workplace whether product or process related.
- **Biomimicry: Learning From Nature**

Biomimicry could represent a revolutionary change in our economy by transforming many of the ways people think about designing, producing, transporting, and distributing goods and services. In fact, the applications of biomimicry to commercial use could transform large slices of various industries in the coming years and ultimately impact all segments of the economy. In this course, become acquainted with what San Diego Zoo Keepers have been discovering and how innovation in today's biotech company can be influenced by nature.
- **The Good, The Bad, and the Ugly in Innovation**

Everyone is familiar with the good that comes from innovation such as new cures and next generation diagnostic equipment. However, innovation can also have a dark side. This course explores historic examples of innovation prompting, at the very least, more constructive debates about the "how" and "why" of innovation.
- **Traits of Creative People**

Nearly 80% of today's management ranks are believed to steadily process information as "what is" rather than "what could be." This course explores the concept of intuition and the impact it has on innovative thinking within the workplace.



● **Ready to Innovate? Ask the Tribe**

Many think that innovation must be bought – either by hiring new skill sets or by acquiring companies for their product or process know-how. This course walks the user through a step-by-step innovation process based on the assumption that tribal knowledge can be the best predictor for discovering “what’s next” in a company.

Imagine. Inspire. Innovate. Program Snapshot

Record of Professional Development. 60 PDU's.
8 Core Courses.

INNOVATION

- Introduction to Innovation
 - Creativity vs. Innovation
 - Barriers to Innovation
 - Innovating Beyond Products
 - Biomimicry: Learning from Nature
 - The Good, the Bad, and the Ugly in Innovation
 - Traits of Creative People
 - Ready to Innovate? Ask the Tribe
-

- = Core
- = Optional



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