



**CUMMING SCHOOL OF MEDICINE  
GRADUATE COURSE OUTLINE**

<b>COURSE TITLE:</b> Business Integration			
<b>Course</b>	MDGE 609		
<b>Pre/Co-Requisites</b>	All students must be registered in the MBT graduate program and have successfully completed Modules 1 to 8. All students must attend all of the presentations by the other students in this Module.		
<b>Faculty</b>	Cumming School of Medicine, Graduate Science Education		
<b>Instructor Name(s)</b>	Dr. Joseph Tucker	<b>Email</b>	jeltucker@aol.com
<b>Office Location</b>	None	<b>Office Hours</b>	By appointment
<b>Instructor Email Policy</b>	All written assignments to be submitted to instructor's email		
<b>Class Term, Days</b>	Winter 2020, March 23, 24, 25, and 26		
<b>Class Times</b>	1:00 – 4:20 pm		
<b>Class Location</b>	HSC G801E		

<b>COURSE INFORMATION/DESCRIPTION OF THE COURSE</b>
<p>Students will be introduced to the standard components of a Business Plan for a biotechnology startup company developing a new product or service. Biotechnology business plans contain sections that describe: 1. Executive Summary; 2. Technology Approach, Product &amp; Differentiation; 3. Intellectual Property; 4. Licensing and Partnering Strategy; 5. Financing Plan; 6. Regulatory Aspects; 7. Clinical Trials; 8. Manufacturing Strategy; 9. Sales and Marketing; 10. Human Resources Plan; 11. Exit Path and Strategy; and 12. Valuation of the Company. The students will observe how the Business Plan is translated to a Corporate Business Pitch and then develop their own pitch presentation, which will be delivered first to the Instructor and fellow students and subsequently to the members of the local biotechnology business community.</p>
<b>LEARNING RESOURCES/REQUIRED READING</b>
none

<b>COURSE OBJECTIVES/LEARNING OUTCOMES</b>
<p>The students will be introduced to the elements of a written Business Plan and a Corporate Business Pitch. The students will learn why the various elements are important to include in these corporate documents and what level of detail reviewers or audience members expect. The students will also develop facility with presenting a complex yet integrated business pitch to a knowledgeable audience.</p>

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<b>CUT POINTS FOR GRADES</b>			
This course adheres to the grading system outlined in the University of Calgary, Faculty of Graduate Studies Calendar. Grades of A+ and A are not distinguished in the calculation of GPAs. Percentage/letter grade conversion used for this course is as follows			
<b>Grade</b>	<b>Grade Point Value</b>	<b>Percentage Conversion</b>	<b>Graduate Description</b>
A+	4.00	95-100	Outstanding
A	4.00	90-94	Excellent – superior performance showing comprehensive understanding of the subject matter
A-	3.70	85-89	Very Good Performance
B+	3.30	77-84	Good Performance
B	3.00	72-76	Satisfactory Performance
B-	2.70	68-71	Minimum Pass for Students in the Faculty of Graduate Studies
C+	2.30	63-67	All grades below ‘B-’ are indicative of failure at the graduate level and cannot be counted toward Faculty of Graduate Studies course requirements

<b>Assessment Components:</b> The University policy on grading related matters is outlined in the <a href="#">2019-2020 Calendar</a> .			
<b>Assessment Methods</b>	<b>Description</b>	<b>Weight %</b>	<b>Due Date and Time</b>
Written Assignment	The students will write a 10 page Business Plan based on a novel biotechnology product they have hypothetically created and are developing in a startup company.	40%	11:59pm April 10, 2020
Oral Presentation #1	Using Microsoft PowerPoint or equivalent the students will deliver to the Instructor and fellow students a 15-minute corporate pitch based on the same product and company described in the Business Plan.	30%	In class on March 24, 25 and 27
Oral Presentation #2	The students will deliver a 20-minute corporate business pitch based on the first presentation they created for Oral Presentation #1, but now	30%	TBD Anticipated: April 21, 2019

	with the benefit of having received additional feedback and guidance from the Instructor and fellow students. This second pitch will be presented to members of the local biotechnology community, including entrepreneurs, financiers, scientists, as well as program Instructors and other University professors.		
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ASSESSMENT AND EVALUATION INFORMATION
<p><b>ATTENDANCE AND PARTICIPATION EXPECTATIONS:</b> Students are expected to attend and participate in all classes, unless there is an urgent medical or family justification.</p> <p><b>GUIDELINES FOR SUBMITTING ASSIGNMENTS:</b> All written assignments to be submitted via email to JELTucker@aol.com.</p> <p><b>FINAL EXAMINATIONS:</b> None</p> <p><b>EXPECTATIONS FOR WRITING:</b> Students will be expected to adhere with University of Calgary Rules and Guidelines. Formatting, grammar and spelling expectations will be described in provided class materials.</p> <p><b>LATE AND/OR MISSING ASSIGNMENTS:</b> Late Assignments will not be accepted in the absence of an urgent medical or family justification.</p>

A passing grade on a particular component is not essential for you to pass the course as a whole.

COURSE TIMETABLE			
Course Schedule Date	Topic & Reading	Instructor	Assignments/Due Dates & Times
March 23, 2020	Review of Business Pitches and Business Plans – Style and Content	Dr. Tucker	
March 24, 2020	Student Business Pitch Presentations of Hypothetical Startup Company – Day 1	Dr. Tucker	



March 25, 2020	Student Business Pitch Presentations of Hypothetical Startup Company – Day 2	Dr. Tucker	
March 26, 2020	Student Business Pitch Presentations of Hypothetical Startup Company – Day 3	Dr. Tucker	
	Written Assignment Due: Business Plan	Email to JELTucker@aol.com	11:59pm April 10, 2020
	Business Pitch to Biotechnology Community	Dr. Tucker	TBD Anticipated: April 21, 2020

#### INTERNET AND ELECTRONIC COMMUNICATION DEVICE INFORMATION

Cell phones must be turned off in class unless otherwise arranged with the instructor.

The use of laptop and mobile devices is acceptable when used in a manner appropriate to the course and classroom activities. Students are to refrain from accessing websites that may be distracting for fellow learners (e.g. personal emails, Facebook, YouTube). Students are responsible for being aware of the University's Internet and email use policy, which can be found at <https://www.ucalgary.ca/policies/files/policies/electronic-communicationspolicy.pdf>.

#### MEDIA AND RECORDING IN LEARNING ENVIRONMENTS

##### **Media recording for lesson capture**

The instructor may use media recordings to capture the delivery of a lecture. These recordings are intended to be used for lecture capture only and will not be used for any other purpose. Although the recording device will be fixed on the Instructor, in the event that incidental student participation is recorded, the instructor will ensure that any identifiable content (video or audio) is masked, or will seek consent to include the identifiable student content to making the content available on University approved platforms.

##### **Media recording for assessment of student learning**

The instructor may use media recordings as part of the assessment of students. This may include but is not limited to classroom discussions, presentations, clinical practice, or skills testing that occur during the course. These recordings will be used for student assessment purposes only and will not be shared or used for any other purpose.

##### **Media recording for self-assessment of teaching practices**

The instructor may use media recordings as a tool for self-assessment of their teaching practices. Although the recording device will be fixed on the instructor, it is possible that student participation in the course may



be inadvertently captured. These recordings will be used for instructor self-assessment only and will not be used for any other purpose.

### **Student Recording of Lectures**

Audio or video recording of lectures is prohibited except where explicit permission has been received from the instructor.

## **UNIVERSITY OF CALGARY POLICIES AND SUPPORTS**

### **ACADEMIC ACCOMMODATIONS**

Students seeking an accommodation based on disability or medical concerns should contact Student Accessibility Services; SAS will process the request and issue letters of accommodation to instructors. For additional information on support services and accommodations for students with disabilities, visit [www.ucalgary.ca/access/](http://www.ucalgary.ca/access/). Students who require an accommodation in relation to their coursework based on a protected ground other than disability should communicate this need in writing to their Instructor. The full policy on Student Accommodations is available at <http://www.ucalgary.ca/policies/files/policies/student-accommodation-policy.pdf>

### **IMPORTANT INFORMATION**

Any research in which students are invited to participate will be explained in class and approved by the appropriate University Research Ethics Board

### **COPYRIGHT**

It is the responsibility of students and professors to ensure that materials they post or distribute to others comply with the Copyright Act and the University's Fair Dealing Guidance for Students ([library.ucalgary.ca/files/library/guidance\\_for\\_students.pdf](http://library.ucalgary.ca/files/library/guidance_for_students.pdf)). Further information for students is available on the Copyright Office web page (<https://library.ucalgary.ca/copyright>)

### **A NOTE REGARDING INSTRUCTOR INTELLECTUAL PROPERTY**

Generally speaking, course materials created by professor(s) (including course outlines, presentations and posted notes, labs, case studies, assignments and exams) remain the intellectual property of the professor (s). These materials may NOT be reproduced, redistributed or copied without the explicit consent of the professor. The posting of course materials to third party websites such as note-sharing sites without permission is prohibited. Sharing of extracts of these course materials with other students enrolled in the course *at the same time* may be allowed under fair dealing

### **ACADEMIC INTEGRITY**

The Cumming School of Medicine expects intellectual honesty from its students. Course participants should be aware of University policies relating to Principles of Conduct, Plagiarism and Academic Integrity. These are found in the printed Faculty of Graduate Studies Calendar, or online under Academic Regulations in the Faculty of Graduate Studies Calendar, available at [Faculty of Graduate Studies Academic Regulations](#)

### **ACADEMIC MISCONDUCT**



For information on academic misconduct and its consequences, please see the University of Calgary Calendar at <http://www.ucalgary.ca/pubs/calendar/current/k.html>

### **EMERGENCY EVACUATION AND ASSEMBLY POINTS**

Assembly points for emergencies have been identified across campus. The primary assembly points for South Campus (Health Science Centre (HSC); Health & Research Innovation Centre (HRIC); Heritage Medical Research Building (HMRB) and Teaching, Research and Wellness (TRW)) are:

- HSC and HMRB: HRIC Atrium (alternate assembly point is Parking Lot 6)
- HRIC: HMRB Atrium (alternate assembly point is Parking Lot 6)
- TRW: McCaig Tower (alternate assembly point is HMRB – Atrium)

### **APPEALS**

If there is a concern with the course, academic matter or a grade, first communicate with the instructor. If these concerns cannot be resolved, students can proceed with an academic appeal, as per Section N of the Faculty of Graduate Studies Calendar. Students must follow the official process and should contact the Student Ombuds Office (<http://www.ucalgary.ca/provost/students/ombuds>) for assistance with this and with any other academic concerns, including academic and non-academic misconduct

### **THE FREEDOM OF INFORMATION AND PROTECTION OF PRIVACY (FOIP) ACT**

This course is conducted in accordance with the Freedom of Information and Protection of Privacy Act (FOIP) and students should identify themselves on written assignments (exams and term work.) by their name and ID number on the front page and ID on each subsequent page. Assignments given by you to your course instructor will remain confidential unless otherwise stated before submission. The assignment cannot be returned to anyone else without your expressed permission to the instructor. Grades will be made available on an individual basis and students will not have access to other students' grades without expressed consent. Similarly, any information about yourself that you share with your course instructor will not be given to anyone else without your permission

### **WELLNESS AND MENTAL HEALTH RESOURCES**

The University of Calgary recognizes the pivotal role that student mental health plays in physical health, social connectedness and academic success, and aspires to create a caring and supportive campus community where individuals can freely talk about mental health and receive supports when needed. We encourage you to explore the excellent mental health resources available throughout the university community, such as counselling, self-help resources, peer support or skills-building available through the SU Wellness Centre (Room 370, MacEwan Student Centre), <https://www.ucalgary.ca/wellnesscentre/services/mental-health-services> and the Campus Mental Health Strategy website <https://www.ucalgary.ca/mentalhealth/>

### **SUPPORTS FOR STUDENT LEARNING, SUCCESS, AND SAFETY**

**Student Ombudsman:** The Student Ombuds' Office supports and provides a safe, neutral space for students. For more information, please visit [www.ucalgary.ca/ombuds/](http://www.ucalgary.ca/ombuds/) or email [ombuds@ucalgary.ca](mailto:ombuds@ucalgary.ca)

**Student Union:** The SU Vice-President Academic can be reached at (403) 220-3911 or [suvpaca@ucalgary.ca](mailto:suvpaca@ucalgary.ca); Information about the SU, including elected Faculty Representatives can be found here: <https://www.su.ucalgary.ca>



**Graduate Student's Association:** The GSA Vice-President Academic can be reached at (403) 220- 5997 or [gsa.vpa@ucalgary.ca](mailto:gsa.vpa@ucalgary.ca); Information about the GSA can be found here: <https://gsa.ucalgary.ca>

**SAFEWALK**

Campus security will escort individuals, day or night, anywhere on campus (including McMahon Stadium, Health Sciences Centre, Student Family Housing, the Alberta Children's Hospital and the University LRT station). Call 403-220-5333 or visit <http://www.ucalgary.ca/security/safewalk>. Use any campus phone, emergency phone or the yellow phone located at most parking lot pay booths. Please ensure your personal safety by taking advantage of this service.