

Training Courses in Business Development and Licensing



Pharmaceutical Licensing Group

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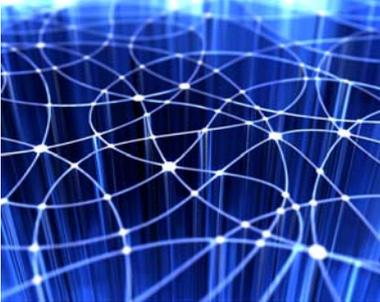
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PLG UK Ltd.



The Pharmaceutical Licensing Group (PLG) has been established for almost 30 years as the professional association for executives in pharmaceutical and biotechnology business development and licensing. It is the original, premier networking group for networking in the industry. With more than 200 members in the UK and over a 1500 overseas, all sectors of the industry are represented from multinational companies to medium and small pharmaceutical companies, biotechnology, generic and consumer businesses.

As a Professional Association, the PLG's mission is :

- to provide its members with a forum to meet and discuss matters of general interest,
- to promote best practice in the profession, and
- to provide training and education in the field of pharmaceutical and biotechnology business development and licensing.

The PLG is a not for profit organisation managed by a committee of licensing and business development executives from member companies.



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PLG in Europe

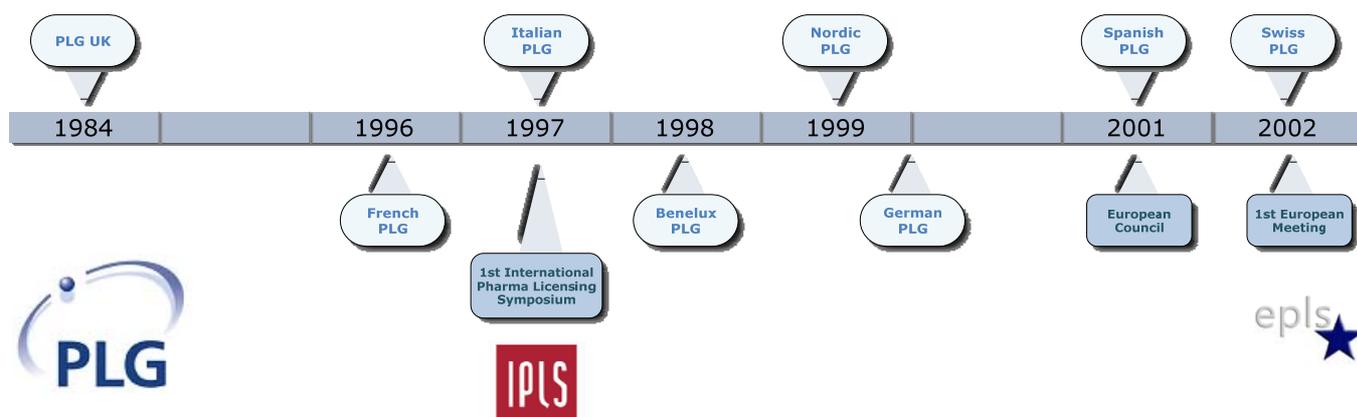


The value of the PLG has been greatly enhanced by the extension of the not for profit organisation across Europe, into Canada and Japan.

The period of 1996 - 2002 saw significant expansion such that there are now nine groups in Europe and more than 1,500 members worldwide.

In addition to national meetings, the European groups come together once a year at either a European or International meeting.

The national PLGs share a common website, www.plgeurope.com



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Professional Development



As part of its commitment to best practice, The **Pharmaceutical Licensing Group** has been running professional training courses in business development and licensing for over 20 years. Starting with mainly UK delegates from within its membership, the courses now attract a wide range of attendees on an international basis. In particular, the Introductory Course has become the course of choice for new entrants into many pharmaceutical companies.

Senior industry licensing executives form the faculty, to design and oversee the delivery of these courses. To date more than 800 delegates have participated in the PLG courses since their inception in 1994.

As the key rationale for the PLG courses is to enhance individual professional expertise, rather than profit, this means that there is an upper limit to the number of delegates per course. In addition, the PLG employs a broad faculty of tutors, each of whom is an expert in their own field. At the last count, the PLG delivers more than 300+ years of business development experience!

There are three different course options -

- **The Introductory Licensing Course**
a three day course covering all the essential elements of licensing and business development.
- **The Masterclass**
designed for those executives who have had some deal experience
- **MSc in Business Development and Licensing**
designed specifically for those people who wish to gain a business development and licensing qualification; the MSc course has a separate module for each of the basic fields. The MSc is run in conjunction with the University of Manchester's PIAT programme.



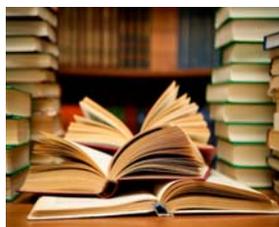
Faculty and Learning Resources

Each module is led by an industry Module Director and individual students are allocated an industry tutor on commencing the course. All of our tutors and directors are experienced key opinion leaders in their relevant field and are available to provide learning support to our students.



To support our students' learning, in Spring 2006 the PLG started a peer reviewed journal that contains articles on topics directly relevant to Business Development and Licensing. Published 3-4 times per year, the journal is issued free of charge to members and students and is also available on subscription.

All Students of the MSc have access to the John Rylands Library facilities at the University of Manchester.



And in addition there is a PLG Masters dedicated library accessed via the website, www.plgmasters.com

Sponsored by MS&D, this is an invaluable resource that includes copies of journal articles, presentations made at the PLG meetings and topical articles of interest.



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Introductory Training Course



Since its inauguration in 1994 this introductory course has become an industry accepted standard for new entrants into Business Development and Licensing.

The course is designed to provide an introduction for executives working either directly or in close liaison with Business Development

This three day residential course provides detailed lectures on all critical areas of the Partnering Process.

- Partner search
- Due diligence
- Agreement analysis
- IPRs
- Regulatory Affairs
- Financial analysis
- Negotiation
- Legal Aspects
- Alliance management

The lecture material is brought together with an interactive case study that enables students to affect knowledge transfer as well as developing their analytical and negotiation skills.

An unparalleled ten strong faculty of industry experts ensure the course delivers top level expertise and best practise.



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Masterclass

The PLG Masterclass is designed to provide more detail and build on the basic principles covered in the Introductory Training Course. The course is an intense two day programme which includes practical tools and in-depth analysis skills for pharmaceutical Business Development & Licensing Executives and is more interactive and based around the in depth analysis of various case studies.

The course is aimed at those with some previous experience and as with all of the PLG courses, real life case studies are an integral part of the learning experience.



Pharmaceutical Licensing Group

MSc.

This is the very first MSc course available in Pharmaceutical Business Development and Licensing. Designed to be compatible with the demands of the working environment this Modular, distance based learning programme forms part of the PIAT programme run by the University of Manchester.

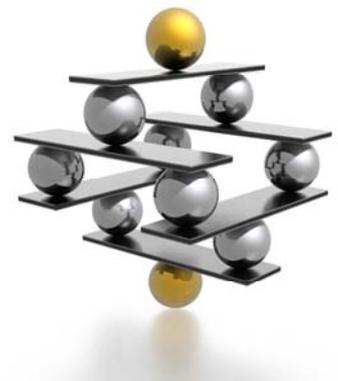
The course provides a comprehensive range of detailed modules, which can be studied either individually to provide an in depth expertise in a topic or sequentially to secure a full MSc qualification.

Fully supported by the University of Manchester, the course has a faculty of experienced business development professionals. Delegates are encouraged to bring real life issues to the tutorials in order to analyse how to manage the problems that arise during day to day business life. The distance learning basis, supported by a tutorial course is supplemented with directed projects and guided reading lists.

Each module has by two course leaders, an industry business development professional in parallel with a University staff member. Each module also has a Module Leader responsible for the academic quality of the module and an individual tutor.

Options:

- 1 module - CPD recognition
- 4 modules - PG Certificate
- 8 modules - Diploma
- 8 modules + dissertation - MSc





Module 1

Introduction to the Healthcare Industry

This module is a general introduction to the industry and as such serves as a primer for anyone either joining the industry or requiring a guide to how the industry operates.

The module considers many aspects from the history of the Pharma industry through to current company strategies with emphasis on the importance of business development in the various types of companies.

On completion students will understand the business development operational metrics and norms within companies as well as the ethics of being a *Partner of Choice*.



Module 2

Business Development Operations

This module addresses those key operational areas in Business development namely of Portfolio Management, Due Diligence, Technology Transfer and Alliance Management. Interacting with, and in some cases managing these functions is an important part of the day to day role of business development personnel so Module 2 has direct practical value



Module 3

Financial Aspects of Business Development & Licensing

Understanding the financial drivers for each new opportunity is essential to the negotiation of an agreement. This module addresses the key aspects of :

- Basic financial concepts
- Financial modelling
- Financial deal terms
- Valuation methods

In addition the module covers other financially related deal terms and trends in deal values. To ensure relevance, there is strong emphasis on real life examples of company and product/asset acquisitions and disposals, early stage product licensing and clinical stage product licensing and co-development deals.



Module 4

Legal Issues in Business Development Contracts

This module covers provides an overview of the legal principles that are required for operating in the business development environment.

The module considers in detail the key different types of research and commercial agreements that are deployed in the Pharma industry as well as the key legal aspects that underpin the negotiation and conclusion of business development agreements.

In addition the Module considers the legal issues such as IPRs, regulatory and compliance, competition law and product liability.



Module 5

Negotiation and Interpersonal Skills

In many companies business development departments do not have direct authority the other departments whose contributions are required to close the deal. Hence good communication and persuasive skills are a core competence.

This module addresses the 'soft skills' which are essential for effective operations in Business Development. The subject areas covered include corporate culture, basic behavioural models, negotiations and communication. To ensure that the Module has relevance, the negotiating theory is supported by interactive case studies which are run on line.



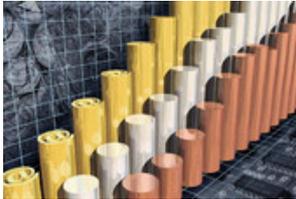
Module 6

Marketing and Commercialisation

Module 6 provides an introduction to the principles of commercialisation in the pharmaceutical industry and an appreciation of the marketing practices in Europe, the USA and the Rest of the World markets.

On completion of this module students will have an understanding of the value of market intelligence, global marketing, deployment of typical size of sales forces as well as the contribution made by in licensed products.

This module also addresses the various commercial deals and distribution arrangements that are routinely used.



Module 7

Intellectual Property Rights

Intellectual Property Rights are the basic currency of licensing deals and this module provides an insight and appreciation of the basic concepts involved in securing, maintaining and licensing Intellectual Property Rights.

The module covers each of the key areas - patent rights, trade marks, know how as well as copyright and registered designs. Each of these areas is covered in detail providing comprehensive coverage of the subject.



Module 8

Research & Development and Manufacturing

The final module in the MSc course covers the operational aspects of the development process for pharmaceutical products. As with the other modules the emphasis is firmly on the issues that are relevant to the negotiation and implementation of licensing and business development agreements.

Module 8 opens with a review of early stage development, and moves on to a review of key issues in clinical development. It builds on the early concepts that are addressed in Module 1, allowing an understanding of the operational metrics and norms that apply within companies and the standards that are required to ensure the safe development of new products.

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