

Rationale The goal of this course is to BRIDGE gaps between academic research and industrial innovation. Students will be introduced to the concepts of 'THINK PRODUCT' and 'THANK PROCESS'. It is a multidisciplinary course at the intersection of science, entrepreneurship and operations management. The course aims to develop students' conceptual knowledge and practical skills regarding managing technological innovation through various phases of innovation process.

Course Objectives:

- **Bridge gaps between academic research and industrial innovation**
- Industrial Innovation in different domains; Healthcare, Industrial & Plant Biotechnology
- Connecting the dots between Academic Research and Industrial Innovation in the thematic areas
- Case studies and success rates: Academia meets Industry
- Think-Product & Thank-Process Technology Management
- Government bodies that support academic research and industrial innovation
- Understanding the B2B marketing strategy in Biotechnology and healthcare industry in Pakistan
- Revolutionizing Biotechnology

Course Contents:

- Introduction to Academic Science and Industrial Innovation
- Academic science: Basic and applied research
- Industrial Innovation in different domains; Health, Industrial & Plant Biotechnology
- Connecting the dots between Academic Research and Industrial Innovation in the thematic areas
- Measuring the link between Academic research and corporate research
- Explain how innovations are adopted and why they fail
- Case studies and success rate: Academia meets Industry
- Think-Product & Thank-Process

- Implementing approaches for managing risk and uncertainty before launching new technologies
- Government bodies that support academic research and industrial innovation
- Understanding the B2B marketing strategy in Biotechnology and healthcare industry in Pakistan
- Biotechnology start-ups and Impact on society: BioTech-ing the future

Recommended Book(s):

1. Knowing new biotechnologies social aspects of technological convergence by Matthias Wienroth; Eugénia Rodrigues

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