



Course Outline

BABS7040

Negotiating Biotechnology in Asian Markets

Core

Graduate Certificate in Commercial Biotechnology
(7066)

Elective

Master of Professional Science
(8958)

Elective

AGSM MBA (Medical Technology & Pharmaceuticals)
(8625)

School of Biotechnology and Biomolecular Sciences
Faculty of Science

Term 1, 2022

1. Staff

Position	Name	Email	Locations	Consultation Times
Course Convenor	Lisa Selbie, PhD Senior Lecturer	l.selbie@unsw.edu.au		Online by appointment
Program Director	A/Prof Wallace Bridge	wj.bridge@unsw.edu.au	Room 420C, Bioscience North Building	By appointment

2. Course information

Units of credit: 6UOC

Core Course: Graduate Certificate in Commercial Biotechnology

Pre-requisite(s): None

Timetable details: TBC

2.1 Course summary (Handbook entry)

This course focuses on the practicalities and norms of doing biotechnology business in all major Asian markets including India, China, Japan, and South Korea. The political, economic, legal, bureaucratic, IP, regulation and administration, and reimbursement environment of each country will be explored. Cultural and social issues involved in negotiation, developing partnerships with other businesses and customers, as well as leading and managing a diverse and global workforce, will be explored through case studies and the preparation of a business strategy for a real opportunity for entering Asian markets.

2.2 Course aims

To give students an understanding of:

2.3 Course learning outcomes (CLO)

At the successful completion of this course you (the student) should be able to:

1. Describe, analyse and evaluate the unique cultural, political, economic, and legal opportunities and challenges which impact a biotechnology company entering, and operating in, a specific Asian market.
2. Provide an individual business report (as well as critical and constructive feedback on the work of other students) which analyses and assesses the entry or operation of one biotechnology company in the Australian and/or Asian biotechnology market,

with specific relevance to the unique cultural, political, economic, and legal opportunities and challenges in that market.

3. In collaborative teams, prepare for, and participate in, a professional debate on the key priorities facing a biotechnology company expanding operations into a specific Asian market.
4. Provide professional advice to senior management on the people management and leadership considerations which companies need to consider when expanding into specific Asian biotechnology markets.

2.4 Relationship between course and program learning outcomes and assessments

Course Learning Outcome (CLO)	LO Statement	Related Tasks & Assessment
CLO 1	Describe, analyse and evaluate the unique cultural, political, economic, and legal opportunities and challenges which impact a biotechnology company entering, and operating in, a specific Asian market.	Lectures and discussions Assessments 1-4
CLO 2	Provide an individual business report (as well as critical and constructive feedback on the work of other students) which analyses and assesses the entry or operation of one biotechnology company in the Australian and/or Asian biotechnology market, with specific relevance to the unique cultural, political, economic, and legal opportunities and challenges in that market.	Lectures and discussions Assessments 1, 2 and 4
CLO 3	In collaborative teams, prepare for, and participate in, a professional debate on the key priorities facing a biotechnology company expanding operations into a specific Asian market.	Lectures and discussions Assessments 1, 3 and 4
CLO 4	Provide professional advice to senior management on the people management and leadership considerations which companies need to consider when expanding into specific Asian biotechnology markets.	Lectures and discussion Assessments 1-4

3. Strategies and approaches to learning

3.1 Learning and teaching activities

This course will be taught entirely in the online environment on the Course Website (Moodle). All students enrolled in courses offered at BABS automatically have access to the course Moodle site <https://moodle.telt.unsw.edu.au>. This site, detailed in section 7, will be used for the entire course to communicate with students, provide content, lectures, video links, quizzes and assessments and, importantly, facilitate all class discussion forums.

Throughout the course, students are encouraged to develop problem-solving skills and to critically evaluate concepts, ideas and research results by participating in all learning activities including the viewing lectures and videos, reading relevant articles and websites, participating in the discussion learning forums, completing online timed quizzes, and completing two assessment projects.

Lectures available on the course Moodle site serve to emphasize principles, provide an overview and connect the individual components of the course. The lectures provide a guide to the material that needs to be covered by the course. Students are encouraged to extend their knowledge by reading from a variety of sources.

More details on learning activities and how they are going to assist students to achieve the intended learning outcomes will be provided during the course (the course manual and Moodle).

3.2 Expectations of students

Students are expected to participate in the online course in a consistent and professional manner throughout each week of the class. Lectures, as well as providing facts, will provide an understanding of processes by which scientific enquiries and discoveries are made and commercialised. Learning activities are designed to help students to revise the lecture materials and complete assessment tasks.

Students who miss an occasional class due to illness or other approved absence should contact the course convenor. As a rule, there will be no extensions for assignments, unless you have approved special circumstances. <https://student.unsw.edu.au/special-consideration>

If you do foresee issues with submission of an assignment, immediately contact the instructor before the assignment deadline to see if any accommodations can be made.

Social networks (i.e. Facebook, Twitter etc) will not be used to share class materials and a way to contact academics including demonstrators/tutors involved in this course. If students have course-related questions, they are encouraged to use discussion forums on the course's Moodle website for questions and answers that might be of benefit to all students in the course.

If more help is needed, you may contact or email (from their UNSW email) the Course Convener or alternative contacts listed in the course website. When sending an email to the course coordinator, a student must state their name, student number and the course they are enrolled in.

Students are encouraged to consult with Wallace Bridge if in doubt as to their progress.

4. Course schedule Term 1 2022

Week(s)	Themes & Topics
1 2022	<p>Introduction to the course</p> <p>Theme 1: Biotechnology commercialisation process and opportunities in Australia and Asian markets</p> <p>Topic 1: Review of the commercialisation process</p> <p>Topic 2: Unique characteristics of each stage in the process in Australia and Asia markets</p> <p>Topic 3: Opportunities and barriers for biotech commercialisation in Australian and Asian markets</p> <p>Assessment 1: Required Discussion Participation</p>
2	<p>Theme 2: Socio-economic, cultural, political, legal and ethical considerations of Australian and Asian markets</p> <p>Topic 1: Know your audience and market: understanding and building trust</p> <p>Topic 2: Unique (Socio-economic, cultural, political, legal, bureaucratic and ethical) environmental characteristics and their impacts on IP, regulation, administration and reimbursement</p> <p>Topic 3: Considerations of factors which impact biotechnology company opportunities in Australian and Asian markets</p> <p>Assessment 1: Required Discussion Participation</p> <p>Assessment 2: Professional Business Brochure (Individual) due end of Week 4</p>
3	<p>Theme 3: Negotiating in Australian and Asian markets</p> <p>Topic 1: Negotiating and developing partnerships with other businesses and customers in the distinct environments of Australia and specific Asian market</p> <p>Topic 2: Leading and managing a diverse and global workforce in the distinct environments of Australia and specific Asian markets</p> <p>Topic 3: Assessing and evaluating effective professional strategic communication types relevant to distinct market environments</p> <p>Assessment 1: Required Discussion Participation</p>
4-5	<p>Theme 4: Business strategies to maximise company success when entering distinct Asian markets</p> <p>Topic 1: Considerations and business strategies for entering Asian markets</p> <p>Topic 2: Considerations and business strategies for operating in Australia and Asian markets</p> <p>Topic 3: Case studies of effective business strategies for entering and operating in distinct Asian markets</p> <p>Topic 4: Professional Business Brochures and their importance (Assessment 2)</p> <p>Assessment 1: Required Discussion Participation</p> <p>Assessment 2: Professional Business Brochure (Individual) due end of Week 4; Class discussion Week5</p>
6-7	<p>Theme 5: Identifying priorities and negotiating through challenges/complexities in expanding operations into a specific Asian market</p> <p>Topic 1: Assessing opportunities and barriers for expanding operations into a specific Asian market</p> <p>Topic 2: Principles for effective debates and facilitating discussions in varying environments</p> <p>Assessment 3: Team Professional Debate (Week 6) and Written Report (due Week 7)</p>
8-9	<p>Theme 6: Advising senior executive management on entering and operating a company in Australia and Asian market</p> <p>Topic 1: Strategies and tools for effective communication to senior management in varying environments</p> <p>Topic 2: Components of an effective professional brief to senior executive management</p> <p>Assessment 3: <u>Written Brief of Recommendations for company expansion into an Asian market</u> due end of Week 9</p>

10	Theme 7: Negotiating your professional development in Australia and Asia Topic 1: Avenues for professional development in Australia and Asian biotech companies and business environments Topic 2: Reflecting on and identifying professional development and career opportunities Assessment 4 Professional Reflection due end of Week 10
11	
12	Course completed on Saturday

5. Assessment

To pass the course, it is advised that you submit all the assignments. However, if you are confident of passing the course without submitting an assessment, you are not obliged to do so (notice that you will not receive a mark for any unsubmitted assessments).

5.1 Assessment tasks

Assessment task and methods	Weighting (%)		Submission methods	Mark and feedback style	Week Due
Assessment 1: Individual Weekly learning activities: Participation in weekly asynchronous class discussions, for weeks 1-4 of the course.	Discussion forums Weeks 1-4 (2.5% x 4 weeks)	10%	Contributions to the discussion forums are posted online.	Feedback given during the discussion, and after the end of the week. Discussion grades are posted in the Gradebook.	By Sunday 11:59 pm of each week.
Assessment 2: Individual. Professional business brochure: Analysis of a company entering an Asian market and proposals for senior management level strategies to maximise the company's potential for success.	A: Brochure	25%	Via Moodle/Turnitin	Feedback – Rubric comments in Week 9 All uploaded on Moodle	Week 4 By Sunday 11:59 pm
	B: Class discussion on brochures posted on Wiki page or similar.	5%	Contributions to the discussion forums are posted online.	Feedback given during the discussion, and after the end of the week. Discussion grades are posted in the Gradebook.	Week 5 By Sunday 11:59 pm
Assessment 3: Team Professional Debate and	A: Professional Debate	10%	Contributions to the discussion forums are posted online.	Feedback – Rubric comments in Week 8	Week 6 By Sunday 11:59 pm

Written Report					
	B: Written Team Report	20%	Via Moodle/Turnitin	Feedback – Rubric comments in Week 9	Week 7 By Sunday 11:59 pm
	C: Class discussion (Week 8) and Individual written brief of recommendations (Week 9)	20%	Via Moodle/Turnitin	Feedback during class discussion	Week 9 By end of the course
Assessment 4: Individual. Reflection on learning and how it will inform how to negotiate professional development in Australia and Asia.	Reflection	10%	Via Moodle/Turnitin	Feedback – Rubric comments in Week 12 All uploaded on Moodle	Week 12 By Sunday 11:59 pm

5.2 Assessment criteria and standards

The major components of this course are the content which is delivered through lectures, readings and discussion forums. This will be assessed by written or oral assignments, and quizzes, and quality participation in discussion forums. More details on the assessment tasks and how they will be graded will be provided during the course (in the course manual or online via Moodle).

5.3 Submission of assessment tasks

Assessment submission

Details on assessment submission are given in the course manual or online via Moodle (also please refer to the table provided in section 5.1). Information on extension of deadline and penalties for late submission are explained in the course manual.

Special consideration

Applications must be made via Online Services in myUNSW. Students must obtain and attach Third Party documentation before submitting the application. Failure to do so will result in the application being rejected.

5.4. Feedback on assessment

Students will receive constructive feedback on their assignments in a timely manner (within 2 weeks after submissions as instructed in the UNSW assessment Policy). The delivery method of feedback may vary depending on the assessment type. Brief outline of assessment feedback is presented in the table provided in section 5.1. Full details are provided in Section 10.

Further information

UNSW grading system: <https://student.unsw.edu.au/grades>

UNSW assessment policy: <https://student.unsw.edu.au/assessment>

6. Academic integrity, referencing and plagiarism

No particular recommended referencing style is required for this course; thus, students can choose a style they desire from an accepted journal in the field. However, the chosen style needs to be used throughout an assignment, keeping the consistency is valued the most.

Referencing is a way of acknowledging the sources of information that you use to research your assignments. You need to provide a reference whenever you draw on someone else's words, ideas or research. Not referencing other people's work can constitute plagiarism.

Further information about referencing styles can be located at

<https://student.unsw.edu.au/referencing>

Academic integrity is fundamental to success at university. Academic integrity can be defined as a commitment to six fundamental values in academic pursuits: honesty, trust, fairness, respect, responsibility and courage.¹ At UNSW, this means that your work must be your own, and others' ideas should be appropriately acknowledged. If you don't follow these rules, plagiarism may be detected in your work.

Further information about academic integrity and **plagiarism** can be located at:

- The *Current Students* site <https://student.unsw.edu.au/plagiarism>, and
- The *ELISE* training site <http://subjectguides.library.unsw.edu.au/elise/presenting>

The *Conduct and Integrity Unit* provides further resources to assist you to understand your conduct obligations as a student: <https://student.unsw.edu.au/conduct>.

7. Readings and resources

Course Website (Moodle)

¹ International Center for Academic Integrity, 'The Fundamental Values of Academic Integrity', T. Fishman (ed), Clemson University, 2013.

All students enrolled in courses offered at BABS automatically have access to the course Moodle site <https://moodle.telt.unsw.edu.au>. This site will be used for the entire course to communicate with students, provide content, lectures, video links, quizzes and assessments and importantly facilitate all class discussion forums.

This includes:

- Lectures, videos and website links
- Readings (available online through the library and Leganto (<https://subjectguides.library.unsw.edu.au/leganto>))
- Discussion Forums
- Assessments - detailed information
 - online timed quizzes
 - marks
 - further information resulting from special consideration
- Self-management resources

Resources

Literature Searching: <http://www.ncbi.nlm.nih.gov/pubmed>

UNSW Library: <http://www.library.unsw.edu.au>

8. Administrative matters

Biosciences Student Office

Student Advisor (BABS)

Email: BABStudent@unsw.edu.au

Tel: +61 (2) 9385 8047

School Contact (*set up in progress*)

Director of Teaching

Email: BABSteaching@unsw.edu.au

Faculty Contact

Dr Gavin Edwards

Associate Dean (Academic Programs)

Email: g.edwards@unsw.edu.au

Tel: +61 (2) 9385 4652

Additional Websites

- Biosciences Student Office: <https://www.babs.unsw.edu.au/contact/biosciences-student-office>
- School of Biotechnology and Biomolecular Sciences website for current students: <https://www.babs.unsw.edu.au/current-students/undergraduate-programs>
- UNSW Faculty of Science: <https://www.science.unsw.edu.au/>
- MyUNSW: <https://my.unsw.edu.au/>

9. Additional support for students

- The Current Students Gateway: <https://student.unsw.edu.au/>
- Academic Skills and Support: <https://student.unsw.edu.au/academic-skills>
- Student Wellbeing, Health and Safety: <https://student.unsw.edu.au/wellbeing>
- Disability Support Services: <https://student.unsw.edu.au/disability-services>
- UNSW IT Service Centre: <https://www.it.unsw.edu.au/students/index.html>
- UNSW Academic Calendar Key Dates: <https://student.unsw.edu.au/dates>
- UNSW Handbook: <http://www.handbook.unsw.edu.au/2018/index.html>
- UNSW Learning Centre: <http://www.lc.unsw.edu.au/>
- UNSW Student Equity and Disabilities Unit: <https://student.unsw.edu.au/disability>
- Counselling and Support: <https://www.counselling.unsw.edu.au/>
- University Health Service: <http://www.healthservices.unsw.edu.au/>
- The Hub: <https://student.unsw.edu.au/hub>
- UNSW Careers and Employment Service: <http://www.careers.unsw.edu.au/>
- ARC- Student Life: <https://www.arc.unsw.edu.au/>
- UNSW Student Life: <https://www.unsw.edu.au/life>

Course Manual

10. Assessment Tasks

Assessment 1: Required discussion forums

Due Date: varied

Type: Individual

Weighting: Discussion forums (2.5% x weeks 1-4)

Submission Details: Contributions to the weekly discussion forums during weeks 1-4 are posted to the designated discussion forums; links are provided in each topic.

Feedback Details: General feedback summarising class strengths and weaknesses will be provided at the start of the following week. Students are encouraged to ask questions and provide answers in the general *What's up* forum, so that any discussions are available and can be of benefit to all students.

Aligned CLOs: 1-4

Rationale

Asynchronous class discussions will develop skills to analyse, interpret and reflect on specific concept questions and examples of specific company case studies.

Assessment 2: Professional Business Brochure (Individual)

Due Date: Week 4, Sunday 11:59pm

Type: Individual

Weighting: 25% (individual brochure); 5% (class discussions)

Length: 700-1000 words

Submission Details: Students should submit their assignment electronically to the Critical review Assessment task folder. Assessment files should be named: STUDENTLASTNAME_Assessment2_BABS7040_2022

Feedback Details: Students will receive written feedback two weeks after the submission date, together with the marking rubric. General feedback will be provided in the *What's up* forum.

Aligned CLOs: 1, 2, 4

Rationale: Clear and effective communication requires both an understanding of the key points to communicate, as well as an understanding of the relevant audience. Students will apply their knowledge of unique attributes of a specific Asian country market, and design a business brochure that communicates key concepts and strategies in a form sensitive to the target market context. Class discussion and comparison of the resultant brochures will highlight most effective approaches.

Assessment 3: Team Professional Debate (Week 6), Written Report (due Week 7) and Individual Written Brief of Recommendations (Week 9)

Due Date: Team professional debate Week 6 Sunday 11:59pm; Team written report Week 7 Sunday 11:59pm; Individual written brief of recommendations Week 9 Sunday 11:59pm.

Type: Combination of both groupwork (Team professional debate; Written team report; class discussion and Individual written brief of recommendations)

Weighting: Team professional debate 10%; Team written report 20%; class discussion and Individual Brief of Recommendations 20%

Length: 2000 words Report; 2-page Brief of Recommendations

Submission Details: All assignments must be submitted electronically to the relevant assessment folders.

The Team Report file should be named:

TEAMNAME_Assessment3_Report_BABS7040_2022.

The Individual brief of recommendations should be named:

STUDENTNAME_Assessment3_Recommendations_BABS7040_2022.

Feedback Details: Written feedback will be provided on the returned work during the grade release period, together with the marking rubric. General feedback will be provided in the *What's up* forum. It is recommended that students discuss the feedback in their group. Students may contact the instructor with any specific questions.

Aligned CLOs: 1, 3, 4

Rationale: A classroom debate is an effective teaching strategy for critical thinking and enhancing professional communication skills. Debates can engage students in the learning process, verifies that students have the ability to analyse, incorporate, and apply the literature and knowledge to various situations, heightens organization and listening skills, and improves student confidence when challenged. Importantly, such professional debates are key to defining the strategic priorities for a business; and the identification of priorities needs to be effectively communicated in the form of recommendations to executive management.

Assessment 4: Individual Reflection on professional development in distinct Asian regions.

Due Date: Individual professional reflection Week 10 Sunday 11:59pm.

Type: Individual

Weighting: Reflection 5%

Length: 500 words Individual professional reflection

Submission Details: All assignments must be submitted electronically to the relevant assessment folders.

The Individual Professional Reflection file should be named:

STUDENTNAME_Assessment4_Reflection_BABS7040_2022.

Aligned CLOs: 1-4

Rationale: Developing professional reflective skills builds cognitive bridges between classroom learning, practical application and personal insights. Reflective practice improves a student's resourcefulness, mental and emotional flexibility, problem-solving skills, and ability to critically interrogate complex issues (Harvey et al, 2020).

11. Special consideration/further assessment - Term 1 2021

Students who believe that their performance, either during the session or in the end of session assessments, may have been affected by illness or other circumstances may apply for special consideration. Applications can be made for compulsory class absences such as (laboratories and tutorials), in-session assessments tasks, and final examinations. **Students must make a formal application for Special Consideration** for the course/s affected as soon as practicable after the problem occurs and **within three working days of the assessment to which it refers**. Students should consult the A-Z section of the “Student Guide 2016”, particularly the section on “Special Consideration”, for further information about general rules covering examinations, assessment, special consideration and other related matters. This information is published free in your UNSW Student Diary and is also available on the web at:

<https://student.unsw.edu.au/special-consideration>

HOW TO APPLY FOR SPECIAL CONSIDERATION

Applications must be made via Online Services in myUNSW. **You must obtain and attach Third Party documentation before submitting the application. Failure to do so will result in the application being rejected.** Log into **myUNSW** and go to **My Student Profile tab > My Student Services channel > Online Services > Special Consideration**. After applying online, students must also verify supporting their documentation by submitting to Student Central at <https://nucleus.unsw.edu.au/>

- Originals or certified copies of your supporting documentation. Visit <https://nucleus.unsw.edu.au/Studentadmin/special-consideration>. Student Central can certify your original documents), and/or
- A completed Professional Authority form which can be downloaded at <https://student.unsw.edu.au/sites/all/files/uploads/group47/forms/ProfessionalAuthority.pdf>

The supporting documentation must be submitted to Student Central for verification **within three working days** of the assessment or the period covered by the supporting documentation. Applications which are not verified will be rejected.

Students will be contacted via the online special consideration system as to the outcome of their application. Students will be notified via *their official university email once an outcome has been recorded.*

SUPPLEMENTARY ASSESSMENTS:

The University does not give deferred examinations. However, further assessments and/or exams may be given to those students who were absent from the final sessions through illness or misadventure. Special Consideration applications for final assessments/examinations and in-session tests will only be considered after the final examination period when lists of students sitting supplementary exams/tests for each course are determined at School Assessment Review Group Meetings. Students will be notified via the online special consideration system as to the outcome of their application. **It is the responsibility of all students to regularly consult their official student email accounts and myUNSW in order to ascertain whether or not they have been granted further assessment.**

12. UNSW Academic Honesty and Plagiarism

The University regards plagiarism as a form of academic misconduct and has very strict rules regarding plagiarism. For UNSW policies, penalties, and information to help you avoid plagiarism see: <https://student.unsw.edu.au/plagiarism>

What is Plagiarism? Plagiarism is the presentation of the thoughts or work of another as one's own. *Examples include:

- direct duplication of the thoughts or work of another, including by copying material, ideas or concepts from a book, article, report or other written document (whether published or unpublished), composition, artwork, design, drawing, circuitry, computer program or software, web site, Internet, other electronic resource, or another person's assignment without appropriate acknowledgement;
- paraphrasing another person's work with very minor changes keeping the meaning, form and/or progression of ideas of the original;
- piecing together sections of the work of others into a new whole;
- presenting an assessment item as independent work when it has been produced in whole or part in collusion with other people, for example, another student or a tutor; and
- claiming credit for a proportion a work contributed to a group assessment item that is greater than that actually contributed.†

For the purposes of this policy, submitting an assessment item that has already been submitted for academic credit elsewhere may be considered plagiarism.

Knowingly permitting your work to be copied by another student may also be considered to be plagiarism.

Note that an assessment item produced in oral, not written, form, or involving live presentation, may similarly contain plagiarised material.

The inclusion of the thoughts or work of another with attribution appropriate to the academic discipline does *not* amount to plagiarism.

The Learning Centre website is main repository for resources for staff and students on plagiarism and academic honesty. These resources can be located via:

<http://www.lc.unsw.edu.au/academic-integrity-plagiarism>

The Learning Centre also provides substantial educational written materials, workshops, and tutorials to aid students, for example, in:

- correct referencing practices;
- paraphrasing, summarising, essay writing, and time management;
- appropriate use of, and attribution for, a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre.

Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items.

* Based on that proposed to the University of Newcastle by the St James Ethics Centre. Used with kind permission from the University of Newcastle

† Adapted with kind permission from the University of Melbourne.