



# Course Outline

BABS7040

Negotiating Biotechnology in Asian Markets

Graduate Certificate in Commercial Biotechnology

School of Biotechnology and Biomolecular Sciences

Faculty of Science

Term 2, 2021

## 1. Staff

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Position	Name	Email	Locations	Consultation Times
Course Convenor	Lisa Selbie, PhD	<a href="mailto:l.selbie@unsw.edu.au">l.selbie@unsw.edu.au</a>		Online by appointment
Program Director	A/Prof Wallace Bridge	<a href="mailto:wj.bridge@unsw.edu.au">wj.bridge@unsw.edu.au</a>	Room 420C, Bioscience North Building	By appointment

## 2. Course information

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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 cultural 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 and doing business will be explored through case studies and the preparation of business strategy for a real opportunity for entering Asian markets.

### 2.2 Course aims

Biotechnology companies have global markets for their products and technologies. Asian markets, with their large populations and growing economies, present substantial opportunities. However, there are major cultural, language, political, financial, regulatory barriers (and some opportunities) that need to be addressed in order for a company to be commercially successful in this region. Without this knowledge and insight, the issues will not be appropriately and strategically addressed, and mistakes will be made that result in commercialisation opportunities being delayed or lost. The company will then have to deal with the associated financial implications and any loss of investor confidence. This would be catastrophic for many biotechnology companies given their reliance on equity finance rather than revenue (profits) to fund their product development and commercialisation.

This course is designed to give students insight into the negotiation of biotechnology commercialisation in the major Asian markets. Through lectures, case studies and

assignments, students will explore all the associated cultural, legal, and regulatory issues. They will learn how to identify barriers and opportunities in the region and how to develop appropriate strategies to address them appropriately for effective commercialisation.

### **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 a select 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 Asian biotechnology markets.

## 2.4 Relationship between course 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 1-2
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 a select 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
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 2-3
CLO 4	Provide professional advice to senior management on the people management and leadership considerations which companies need to consider when expanding into Asian biotechnology markets	Lectures and discussion Assessments 2-3

## 3. Strategies and approaches to learning

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### 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. Assessment**

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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).

### **4.1 Assessment tasks**

**1. Professional business brochure** Weighting 40%. Individual

Description: This assessment task has 2 parts: part 1 is a brochure and part 2 is a class discussion on the brochure. In part 1, students will be required to select one major Asian

market, analyse its socio-economic, cultural, political, legal and ethical context and discuss the impacts this context may have on the entry and operation of biotechnology companies in this market. Students will then focus on opportunities and challenges facing a real company entering the market and propose senior management level strategies to maximise the company's potential for success. Students will be required to present all the required information in a two page (A4) professional business brochure. The brochure accounts for 30%

In part 2, all the posters will be uploaded on a Wiki page and students will participate in a class discussion on the variety and complexity of the strategies for the entry or operation of biotechnology companies in these Asian markets and draw implications for those who wish to expand their business across the Australasian region. Students will be assessed based on their contributions to the class discussion, which accounts for 10%

## **2. Professional debate** Weighting 50%. Individual/Team components

Description: This assessment task has 2 parts: part 1 is a small team professional debate and part 2 is a class discussion. In part 1, teams of 4 students will engage in an internal team debate of the top 3 priorities (barriers or opportunities) for a biotechnology company expanding operations into a particular Asian country. They will be required to compare and contrast the unique issues facing a biotechnology company operating in multiple regions of Asia and global markets, with specific reference to the political, economic, legal, bureaucratic, IP, regulation and administration, and reimbursement environments. The debate on these priorities will be reported and justified in a team written report, which is submitted for assessment and accounts for 30%.

In part 2, all team reports will be uploaded on a Wiki page. The class will discuss the significance of the top priorities and strategies to address them. Individual students will prepare a written brief on management considerations and recommendations to the executive committee of a company considering expansion into the Asian market. The brief will then be submitted for assessment and accounts for 20%

## **3. Reflection** Weighting 10%. Individual

Description: Students will be required to reflect on how the debate in Task 3 might be led differently in different regions of Asia and relate this to variations in leadership and management roles in Asia. They will also be required to reflect on their learning and how it will inform their personal and professional development.

## **4.2 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).

### 4.3 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.

### 4.4. 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>

## 5. Academic integrity, referencing and plagiarism

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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.<sup>1</sup> 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>.

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

## 6. Readings and resources

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### 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 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>

## 7. Administrative matters

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### Biosciences Student Office

Student Advisor (BABS)

Email: [BABStudent@unsw.edu.au](mailto:BABStudent@unsw.edu.au)

Tel: +61 (2) 9385 8047

### School Contact (*set up in progress*)

Director of Teaching

Email: [BABSteaching@unsw.edu.au](mailto:BABSteaching@unsw.edu.au)

### Faculty Contact

Dr Gavin Edwards

Associate Dean (Academic Programs)

Email: [g.edwards@unsw.edu.au](mailto: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/>

## 8. Additional support for students

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- 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>

## 9. Special consideration/further assessment - Term 2 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.**

## **10. 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.