

ORIGINATOR'S SECTION:

1. College: CHABSS CoBA CoEHHS CSM
 Desired Term and Year of Implementation (e.g., Fall 2008):
 Fall 2018

2. Course is to be considered for G.E.? (If yes, also fill out appropriate GE form*) Yes No

3. Course will be a variable-topics (generic) course? Yes No
 ("generic" is a placeholder for topics)

4. Course abbreviation and Number:* BIOT 675

5. Title: (Titles using jargon, slang, copyrighted names, trade names, or any non-essential punctuation may not be used.)
BioScience Beyond the Border

6. Abbreviated Title for PeopleSoft:
 (no more than 25 characters, including spaces)
 Biosci Beyond the Border

7. Number of Units: 2

8. Catalog Description: (Not to exceed 80 words; language should conform to catalog copy. Please consult the catalog for models of style and format; include all necessary information regarding consent for enrollment, pre- and/or corequisites, repeated enrollment, crosslisting, as detailed below. Such information does not count toward the 80-word limit.)
 Exposes students to the needs of participating in today's global life science enterprise including the interconnection between local and global processes. Addresses the need for understanding cultures and practices of other countries that impact essential relations, behavior, strategies, values, and attitudes to negotiate and conduct international relations. Includes student competency tests and self-development to strengthen one's ability for success in the global environment.

9. Why is this course being proposed?
 Greater emphasis is being placed on today's workforce to participate globally in the life science and biotechnology sectors. Additionally, a significant number of the MBt students are international students who need a exposure to the behaviors in the global technology marketplace. The course has also been recommended by an External Advisory, and is needed for student successes in the global life science industry sector.

10. Mode of Instruction*
 For definitions of the Course Classification Numbers:
http://www.csusm.edu/academic_programs/curriculumsschedu/ling/catalogcurricula/DOCUMENTS/Curricular_Forms_Tab/Instructional%20Mode%20Conventions.pdf

Type of Instruction	Number of Credit Units	Instructional Mode (Course Classification Number)
Lecture	2	C-2
Activity		
Lab		

11. Grading Method:*
 Normal (N) (Allows Letter Grade +/-, and Credit/No Credit)
 Normal Plus Report-in-Progress (NP) (Allows Letter Grade +/-, Credit/No Credit, and Report-in-Progress)
 Credit/No Credit Only (C)
 Credit/No Credit or Report-in-Progress Only (CP)

12. If the (NP) or (CP) grading system was selected, please explain the need for this grade option.

13. Course Requires Consent for Enrollment? Yes No
 Faculty Credential Analyst Dean Program/Department - Director/Chair

14. Course Can be Taken for Credit More than Once? Yes No
 If yes, how many times? (including first offering)

15. Is Course Crosslisted: Yes No
 If yes, indicate which course _____ and check "yes" in item #22 below.

16. Prerequisite(s): Yes No

* If Originator is uncertain of this entry, please consult with Program/Department Director/Chair.

PS _____
 RP _____
 Tracker _____

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17. Corequisite(s): Yes No

18. Documentation attached: Syllabus Detailed Course Outline

19. If this course has been offered as a topic, please enter topic abbreviation, number, and suffix:*

20. How often will this course be offered once established? * Yearly

PROGRAM DIRECTOR/CHAIR - COLLEGE CURRICULUM COMMITTEE SECTION:
(Mandatory information – all items in this section must be completed.)

21. Does this course fulfill a requirement for any major (i.e., core course or elective for a major, majors in other departments, minors in other departments)? Yes No

If yes, please specify:
 Master of Biotechnology (a Professional Science Masters degree)

22. Does this course impact other discipline(s)? *(If there is any uncertainty as to whether a particular discipline is affected, check "yes" and obtain signature.)* Yes No

If yes, obtain signature(s). Any objections should be stated in writing and attached to this form.

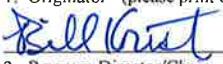
Discipline	Signature	Date	_____ Support _____ Oppose
Discipline	Signature	Date	_____ Support _____ Oppose

SIGNATURES : (COLLEGE LEVEL) :


(UNIVERSITY LEVEL)

Besty Read 2/20/2018


1. Originator (please print or type name) Date

 2/21/18

2. Program Director/Chair Date

 3/6/18

3. College Curriculum Committee Date

 3/6/18

4. College Dean (or Designee) Date

5. UCC Committee Chair Date

6. Vice President for Academic Affairs (or Designee) Date

7. President (or Designee) Date

* If Originator is uncertain of this entry, please consult with Program/Department Director/Chair.

BIOSCIENCE BEYOND THE BORDER

BIOT 675

One Day Per Week ♦ TBA ♦ TBA

BIOT 675. Bioscience Beyond the Border (2). Exposes students to the needs and understanding of participating in today's global enterprise including the interconnection between local and global processes. The course addresses the need for understanding cultures and business practices of other countries that impact essential relationships, behaviors, strategies, values, and attitudes to negotiate and conduct international relations. Includes student competency tests and self-development to strengthen one's ability for success in the global environment. *Prerequisites: Admission to Master of Biotechnology or Program Director consent.*

Student Learning Outcomes:

Upon completing the course, students will be able to:

- Demonstrate knowledge and understanding of the strategies and unique aspects of doing business internationally on an economic, legal, and political level.
- Exhibit a basic understanding international trade including:
 - Trade rules and free trade agreements
 - Policies and government dynamics between the two
 - Imports/exports and the international system of tariffs and duties
 - International rules governing abuses and sanctions
- Show an appreciation for cultural differences of various countries and their implications for negotiations and successful business strategies.
- Be cognizant of the issues involved in entering foreign markets, global production and outsourcing as well as logistics and supply chain issues.
- Have a global mindset and a general awareness of world issues; a perspective that can be applied to future classes and assignments in the Professional Science Master's degree program in Biotechnology.

Textbook:

International Business: Competing in the Global Marketplace, Charles Hill, Irwin/McGraw Hill, 10th Edition, 2015.

To supplement the textbook additional course readings including articles on current events and case studies will be posted on Cougar Courses.

Course Evaluation:

Final grades will be based on the following:

Midterm Exam	25%
Assignments	25%
Case Analyses	15%
Class Participation	10%
Final Exam	25%

Class Participation

Class participation is critical to the success of the course. Discussion will include the sharing of thoughts and ideas on lecture material, current events, and case studies. Effective participation and meaningful contributions, is dependent upon reading assigned materials before coming to class.

Case Analysis

This is a team assignment. Each team will be assigned a specific case study. Each group will present their case in a creative way addressing questions provided in advance. Detailed instructions will be provided during the semester.

- *Case: Novartis :Leading a Global Enterprise-HBS9-413-096[Study.Net]*
- *Case: Sanofi-Pasteur: The Dengue Vaccine HBS 9-514-074.[Study.Net]*
- *Case: Teva Pharmaceuticals, Ltd.HBS9-707-441.[Study.Net]*
- *Case: Organizing for Innovation at Glenmark(A)ISB028[Study.Net]*
- *Case: Farmacias Similares. HBS 9-307-092.[Study.Net]*
- *Case: Price and Market Access for Rare Disease Therapies.*
- *Case: Gilead: Launching Truvada in Europe. Stanford Case OIT-94 8/27/09. [Study.Net]*
- *Case: Abbott Laboratories and HUMIRA: Launching a Blockbuster Drug.[Study.Net]*
- *Case: Merck: Pricing Gardasil Kellogg KEL400.[Study.Net]*

Assignments

Three short assignments/reflections during the semester covering topics from readings, current events, or as supplemental exercises.

University Writing Requirement

The University writing requirement will be met via the case study analyses and class assignments.

Midterm and Final Exams

Exams will consist of short questions and mini-cases or essays.

Academic Honesty

Students will be expected to adhere to standards of academic honesty and integrity, as outlined in the Student Academic Honesty Policy. *All assignments must be original work, clear and error-free.* All ideas/material that are borrowed from other sources must have appropriate references to the original sources. Any quoted material should give credit to the source and be punctuated accordingly.

Academic Honesty and Integrity: Students are responsible for honest completion and representation of their work. Your course catalog details the ethical standards and penalties for infractions. There will be zero tolerance for infractions. If you believe there has been an infraction by someone in the class, please bring it to the instructor's attention. The instructor reserves the right to discipline any student for academic dishonesty, in accordance with the general rules and regulations of the university. Disciplinary action may include the lowering of grades and/or the assignment of a failing grade for an exam, assignment, or the class as a whole.

http://lynx.csusm.edu/policies/procedure_online.asp?ID=187

ADA Statement

Students with disabilities who require reasonable accommodations must be approved for services by providing appropriate and recent documentation to the Disability Support Services office (DSS). This office is located in Craven Hall 5205, and can be contacted by phone at (760) 750-4905, or TTY (760) 750-4909. Students authorized by DSS to receive reasonable accommodations should meet with me outside of class time in order to ensure confidentiality.

Date	Topic Description
Week 1	Cultural Nuances & International Exposure <ul style="list-style-type: none">• Course outline, assignments and expectations.• International business & why understanding is important.• Raising awareness of broader global business & market outlook.• International business environment.• Expatriates and International teams.

	<ul style="list-style-type: none"> • International insight & experiences. • <i>Homework prep prior to next class</i> • <i>Current Events reading.</i>
Week 2	Introduction to Legal, Technology, Accounting and Environments. <ul style="list-style-type: none"> • Overview of the scope and difference of International markets. • Complexities & types of international participation/collaborations. • Government roles in International business. • Legal issues and transactions across entities. • <i>Assigned Reading.</i>
Week 3	International Trade, Monetary Systems, Markets and Investments. <ul style="list-style-type: none"> • Foreign exchange & basic international economics. • Balance of payments & exchange rate bottom line. • Hedging in currencies. • Sourcing or manufacturing abroad. • Emerging markets. • <i>Homework prior to next class -- . . .”</i>
Week 4	International Political Environments <ul style="list-style-type: none"> • National trade policies. • Political risks. • Management issues in multinational firms. • Distribution and arrangements with partner companies. • <i>Homework prior to next class -- . . .”</i> • <i>Reading & assignments.</i>
Week 5	Technology Participation with International Companies. <ul style="list-style-type: none"> • Personal experiences and outcomes. • Suggestions for industry/job preparedness. • International collaborations. • How employment expectations are changing. • <i>Assignments.</i>
Week 6	Student Facilitated Lab – Experiential sharing from different perspectives. <ul style="list-style-type: none"> • Team of 3-4 students provide interpretations of learning to date. • Share experiences related to business operations & employment. • Facilitated and finalized by Instructor of Record. • Class participation of in-class cultural & procedural knowledge. • <i>Homework & Reading.</i>
Week 7	Fundamental Cross-Cultural Dimensions. <ul style="list-style-type: none"> • Relationships & Interactions. • Partnerships. • Cultural impact on decision making. • Socializing for business. • Political/cultural considerations for product development & marketing. • Management styles & Decision-making. • Semester review. • <i>Next week – Mid-Term Exam.</i>

Week 8	<ul style="list-style-type: none"> • Mid-Term exam. • <i>Case Study homework assignment</i>
Week 9	<p>Our Internet World: The Current Issues to Accommodate.</p> <ul style="list-style-type: none"> • Explore current events. • Overview of the Cyber-World. • Review rewards, risks, and communication interpretation. • Homework & Reading.
Week 10	<p>Leadership Across Cultures, International Management & Labor</p> <ul style="list-style-type: none"> • Human resource/management overview. • Management styles. • What works & what doesn't in selected country examples. • <i>Assignment</i>
Week 11	<p>Ethics & Social Responsibility in International Engagements.</p> <ul style="list-style-type: none"> • Relationship between business & society – cultural mores, values, diet. • Language and what to say or do – or, not say or do. • Facilitating payments, gifts and rules. • The Challenge of International Assignments. • <i>Homework</i>
Week 12	<p>Student Case Study.</p> <ul style="list-style-type: none"> • Teams present international case studies. • Student critiques. • Overall discussion. • <i>Student reflection reports.</i>
Week 13	<p>Negotiations in a Global Context.</p> <ul style="list-style-type: none"> • TBD • <i>Homework or Reading</i>
Week 14	<p>Student Self Examination for International Leadership.</p> <ul style="list-style-type: none"> • “Fit & Style” tests with instructor facilitated self-exams. • Insight from Instructors & Students. • Prep for Role-play on an International Issue.
Week 15	<p>Student Case Study.</p> <ul style="list-style-type: none"> • Teams will present international case studies. • Students will critique.
Week 16	<p>Final Exam/Exercises.</p> <ul style="list-style-type: none"> • Student course critique & assessment survey.

READINGS & REFERENCES:

DiMasi, J and H. Grabowski (2012). “R&D Costs and Returns to New Drug Development” Ch. 2 in Handbook on the Economics of the Pharmaceutical Industry, eds. Danzon and Nicholson, OUP.

Scannell, J.W., Blanckley, A., Boldon, H. and Warrington, B. (2012). “Diagnosing the decline in pharmaceutical R&D efficiency.” Nature Reviews Drug Discovery, Volume 11.

Ringel et al. "Does Size Matter in Pharmaceutical R&D? If Not, What Does?" *Nat. Reviews Drug Discovery* December 2013.

Schulze and Rengel. "What Matters Most in Commercial Success: First-in-Class or Best-in-Class?" *NRDD* June 2013.

Zaric, G. (2010). "Difficult Choices – An Introduction to Cost-Effectiveness Analysis." Ivey School of Business Note 910E07. July 2010.

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Wechsler, "Outrage Grows over Drug Pricing" *Pharmaceutical Executive* Nov. 2014.

Danzon, P. (2012). "Regulation of Price and Reimbursement" in *Handbook on the BioPharmaceutical Industry*. Eds. P. Danzon and S. Nicholson. Oxford University Press.

Horn, Nink et al. "Early benefit assessment of newdrugs in Germany—Results from 2011 to 2012" *Health Policy* 2014.

"Failure to Launch." Editorial in *Nature Biotechnology*, Jan 2013 (Vol. 31. No. 1).

Xu, Leung et al. "Embracing China's Brave New Pharmaceutical World." *INVIVO* July 2014.

Li, Y. et al. (2012). "Over prescribing in China, driven by financial incentives, results in very high use of antibiotics, injections, and corticosteroids." *Health Affairs*, 31(5), 1075-1082.

LeDeu et al. (2012). "Healthcare in China: Entering uncharted waters". McKinsey & Co.

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Roderick, P. and Pollock, A.M. "India's patent laws under pressure." *Lancet* September 2012.

Roderick, Mahajan et al. "India Should Introduce a New Drugs Act." *Lancet* January 2014.

Danzon and Furukawa, *Cross-National Evidence on Generic Pharmaceuticals* NBER 17226 July 2011

"Chile: Pharma's Changing Landscape." 2014. Pharma Boardroom.com.

Comer, B. "FDA Abroad: Is FDA Capable of Sufficiently Overseeing Global Drug Imports?" *Pharmaceutical Executive*. July 2014.

McKesson Specialty Health, "Real-World data boosts market access and enhances product differentiation" *Pharmaceutical Executive*

Grabowski et al. "Regulatory and Cost Barriers are Likely to Limit Biosimilar Development and Cost Savings." *Health Affairs* 33(6) 2014.

Wechsler. "Brand Generic Wars Heat Up." *Pharmaceutical Executive* Oct. 2013.

Papp, T. (2010). "The Rise of Option Agreements." *Nat Rev Drug Disc* (9):422. June 2010.

Easton et al. "Launch or License: Taking your First Drug to Market" *INVIVO* Dec. 2013