

## SUBJECT TEACHING GUIDE

### G1943 - Industrial Property and Company Creation

#### Degree in Biomedical Sciences

Academic year 2024-2025

1. IDENTIFYING DATA					
Degree	Degree in Biomedical Sciences			Type and Year	Compulsory. Year 4
Faculty	Faculty of Medicine				
Discipline					
Course unit title and code	G1943 - Industrial Property and Company Creation				
Number of ECTS credits allocated	6	Term	Semester based (1)		
Web					
Language of instruction	Spanish	English Friendly	No	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS				
Name of lecturer	JOSE LUIS REVUELTA CANO				
E-mail	joseluis.revuelta@unican.es				
Office					
Other lecturers					

3.1 LEARNING OUTCOMES
- To distinguish between different alternatives for protecting knowledge (patent, trade secret, etc.).
- Use of patent databases as a source of information: Finding patents in databases based on their characteristics, and identifying the basic claims.
- Identify different alternatives for technology transfer, as well as the legal documentation associated with each of them.
- List the particularities of founding and launching a company based on biomedicine and biotechnology.
- Develop a small business model for a startup in the biomedicine and biotechnology sector.
- Present the business project for the search for partners.

#### 4. OBJECTIVES

Understand the importance of industrial property in its different forms , with special attention to patents.  
Design a small business model along with a basic business plan.  
Identify sources of financing in technology-based companies, both private and public.

#### 6. SUBJECT PROGRAM

##### CONTENTS

1	Topic 1: R&D&i and technology transfer models.
2	Topic 2: Knowledge and its valorization: Industrial property (patents, trademarks, etc).
3	Topic 3: Business model design, business plan development, and presentation.
4	Topic 4: Financing of Technology-Based Companies (TBCs): seed capital, business angels, and venture capital.
5	Topic 5: TBTs and Administration: tax issues and grants.

#### 7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
The evaluation will consist of two written tests or exams.	Written exam	No	Yes	20,00
The test will consist of an individual written exam on the published date.	Written exam	Yes	Yes	30,00
It is possible to do it in a group under certain conditions established at the beginning of the classes, and it will be developed throughout the semester. The presentation in an oral exposition under the supervision of the professors will be evaluated.	Work	No	Yes	50,00
<b>TOTAL</b>				<b>100,00</b>
<b>Observations</b>				
Continuous assessment and final evaluation are individual. The directed work is carried out throughout the semester and its organization, as well as the evaluation criteria, will be communicated at the beginning of the classes.				
<b>Observations for part-time students</b>				
Part-time students take a written exam that accounts for the entire grade in the regular exam session.				

**8. BIBLIOGRAPHY AND TEACHING MATERIALS**

**BASIC**

A. Para la parte de la propiedad industrial:

- Apuntes de clase.
- Intercambiar valor: Negociación de Acuerdos de Licencia; WIPO, ISBN: 92-805-1513-6.
- Making intellectual property work for business; WIPO, ISBN: 978-92-805-2093-4.
- Intellectual Property and Traditional Knowledge; WIPO, ISBN 92-805-1366-4.
- REGLAMENTO (UE) No 1257/2012 DEL PARLAMENTO EUROPEO Y DEL CONSEJO de 17 de diciembre de 2012 por el que se establece una cooperación reforzada en el ámbito de la creación de una protección unitaria mediante patente.
- REGLAMENTO (UE) No 1260/2012 DEL CONSEJO de 17 de diciembre de 2012 por el que se establece una cooperación reforzada en el ámbito de la creación de una protección unitaria mediante patente en lo que atañe a las disposiciones sobre traducción.
- Hughes, S. S. (2011). Genentech: the beginnings of biotech. University of Chicago Press.
- OMPI, I. V. (2005). Negociación de acuerdos de licencia de tecnología. Organización Mundial de la Propiedad Intelectual y del Centro de Comercio Internacional, Ginebra.

B. Para la parte de la creación de empresas:

- Apuntes de clase.
- Iruarrizaga, J. H. (2022). Plan financiero para start-ups: Proceso y métricas en la práctica. ESIC Editorial.
- Osterwalder, A., & Pigneur, Y. (2010). Business model generation: a handbook for visionaries, game changers, and challengers (Vol. 1). John Wiley & Sons.
- Red Nacional de Biobancos (2012). Modelo de Análisis de Costes para Biobancos, Instituto de Salud Carlos III, Madrid.
- Sediglac (1998). Metodología del cálculo de costes unitarios de las pruebas de laboratorio, Sociedad Española de Dirección y Gestión de los Laboratorios Clínicos, II Reunión Nacional.
- Ministerio de Sanidad (2013). Atención Ambulatoria Especializada en el Sistema Nacional de Salud. Pesos y costes de los procedimientos ambulatorios IR-GRD 2.3.