

**MANGALORE UNIVERISTY**  
**DEPARTMENT OF BIOSCIENCES**  
**WORKSHOP**

**'ENTERPRENERSHIP AND INNOVATION IN BIOTECHNOLOGY'**

On Saturdays - May 6<sup>th</sup>2023 onwards

Objectives of the programme

- Beginner's domain-specific knowledge and skills in business management, start-ups and entrepreneurship.
- Know the nuts and bolts of a developing a start-up, business initiatives or entrepreneurship
- Understand management and marketing of life science innovations
- Demonstrate basic skills in project planning and management
- Analyze relevant cases in life sciences

Brief report of the programme

The Biotechnology programme, Mangalore University organized a sessions for the students of Biotechnology on Biotechnology Entrepreneurship. The session was highly engaging and informative event that took place on three Saturdays (May 6, May 27 and on June 3, 2023) from 10 am to 1pm. The sessions were taken up by Dr. Prajna Rao K., post-doctoral fellow at NITK Surathkal. The purpose of the session was to provide aspiring students in the field of Biotechnology with essential knowledge and skills necessary for successful entrepreneurship. The workshop aimed to bridge the gap between scientific innovation and commercialization, fostering a vibrant ecosystem for biotechnology startups.

The sessions had the key objective to educate students about the fundamentals of Biotechnology Entrepreneurship and its relevance in today's economy and to inspire and motivate students to pursue entrepreneurial ventures in the biotechnology sector, identifying and evaluating market opportunities in biotechnology, intellectual property protection and licensing, investment, strategies, risks and legal considerations in the biotech industry.

The outcomes were comprehensive understanding of the fundamentals of market analysis, funding strategies, interests, shares, market segmentation, project management, feasibility and business plan. All these sessions on Biotechnology Entrepreneurship successfully achieved its objectives of equipping students with the knowledge, skills and motivation necessary to pursue entrepreneurial ventures.

Participants:

37 students from MSc Biotechnology IV Semester benefitted from the Workshop



# MANGALORE UNIVERSITY

## DEPARTMENT OF BIOSCIENCES

### BIOTECHNOLOGY PROGRAMME

## WORKSHOP

on

## ENTREPRENEURSHIP & INNOVATION IN BIOTECHNOLOGY

By



**Dr. Prajna Rao K.**

Dr. Prajna Rao has a Ph.D., in Industrial Biotechnology from N.I.T.K., Surathkal. She also has an MBA from Bremen, Germany. She has several years of teaching and research experience. She is currently pursuing her post-doc in Chemical Engineering at NITK Suratkal.

Participants will be able to:

- Obtain beginner's domain-specific knowledge and skills in business management, start-ups and entrepreneurship
- Know the nuts and bolts of a developing a start-up, business initiatives or entrepreneurship
- Understand basic concepts in business
- Understand management and marketing of life science innovations
- Demonstrate basic skills in project planning and management
- Analyze relevant cases in Life Sciences

Those interested may please register by sending your name, affiliation, email id and whatsapp number to [mubiotech2006@gmail.com](mailto:mubiotech2006@gmail.com) on or before 25 April 2023.

Course starts on 6<sup>th</sup> May 2023 and will have lectures, case studies, exercises, presentations, team work and group discussions.

## Brochure - Workshop on Entrepreneurship and Innovation in Biotechnology



**Dr. Prajna Rao K. conducting the session on Entrepreneurship and Innovation in Biotechnology**