Objective
Develop and evaluate a novel course, tailored to life scientists, that teaches basic business strategy language and skills that can be applied in both academic and non-academic settings.

Course Format
1. Required pre-class work to watch videos (produced by iBiology), listen to Strategy4Scientists podcast episodes, and research a company of interest.
2. Interactive in-class, group discussions of real-life cases, facilitated by industry professionals and academic PIs.
3. Present a poster from the small group discussions, and practice communicating about business concepts.

Modules
1. Intro to Business Strategy; Value Proposition & Organizational Context
2. Academic-Biopharma Partnering Models & Process
3. Frameworks for Strategic Collaborations
4. Developing Strategy
5. Strategy tools

Evaluation Data
- Course content is applicable in both academic and industry settings
- Participants report INCREASED KNOWLEDGE of basic business concepts and terminology & INCREASED COMPETENCE to apply the knowledge in networking

Knowledge of Concepts – Before & After Course Participation

<table>
<thead>
<tr>
<th>Topic</th>
<th>Very Little Knowledge</th>
<th>Little Knowledge</th>
<th>Somewhat Knowledge</th>
<th>Very Knowledge</th>
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</thead>
<tbody>
<tr>
<td>Before</td>
<td>0% 20% 40% 60%</td>
<td>After</td>
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Ability to Apply Concepts – Before & After Course Participation

<table>
<thead>
<tr>
<th>Task</th>
<th>Very Little Competent</th>
<th>Little Competent</th>
<th>Somewhat Competent</th>
<th>Very Competent</th>
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<tbody>
<tr>
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</tbody>
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"I especially liked that [podcasts] talked about how to use some of these tools on a personal level as well, to evaluate your own personal strengths, weaknesses, interests, and values to determine future career steps to take."
- Course participant

ADOPTING AT YOUR INSTITUTION
Besides videos and podcasts, we provide a moderator’s packet online that includes:
- Suggested workshop schedule, classroom set-up, and materials list
- Marketing materials: sample flyers and emails to recruit participants
- Sample survey questions for pre- and post-workshop assessment

PARTICIPANTS AGREE:
>89% the flipped format was effective
>85% the sessions were valuable, overall

"This course gave students not only skills, tools and language, but also an opportunity to directly interact with leaders in a variety of academic and non-academic careers."
- Mark Ansel, T32 program director

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Poster design and template kindly provided by Laura Bridges, Oregon State University, and Junior Sagas, Colorado State University