# Course Curriculum: Industry Insights for STEM Scientists

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<thead>
<tr>
<th>Module: Date</th>
<th>Content</th>
<th>Instructor/Guest Speaker</th>
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<td><strong>1: April 8</strong></td>
<td><strong>Industry Insights Course Introduction</strong>&lt;br&gt;We’ll meet each other, get an overview of the course and the contest, and be introduced to the Business Model Canvas (BMC)&lt;br&gt;● Course/Contest Overview&lt;br&gt;● Business Model Canvas Introduction&lt;br&gt;● Team Formation&lt;br&gt;Video Resources: <a href="#">Steve Blank BMC videos for an introduction to the Business Model Canvas</a> (10 min)</td>
<td><strong>Mathew Hanson</strong>, Ph.D.&lt;br&gt;Director of New Ventures&lt;br&gt;UCI Beall Applied Innovation&lt;br&gt;<strong>Chris Halliwell, MBA</strong>&lt;br&gt;Executive Educator &amp; UCI BAI Innovation Advisor</td>
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<td><strong>2: April 15</strong></td>
<td><strong>Business Model Canvas Dynamics</strong>&lt;br&gt;● Banking and UBER Cases: Guidelines for Using the BMC&lt;br&gt;● Teamwork&lt;br&gt;Video Resources: <a href="#">2019 GPS Certificate course</a> for a deeper dive into elements of the Business Model Canvas&lt;br&gt;● Module # 2&lt;br&gt;● Module #3</td>
<td><strong>Chris Halliwell, MBA</strong>&lt;br&gt;Executive Educator &amp; UCI BAI Wayfinder Innovation Advisor</td>
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<td><strong>3: April 22</strong></td>
<td><strong>The Search for Value</strong>&lt;br&gt;● Medical Device Case: Product/Market Fit&lt;br&gt;● Building a Better Value Proposition&lt;br&gt;● Teamwork&lt;br&gt;Video Resources: <a href="#">2019, 2020 GPS business model canvas competition winner’s presentations</a> to see what’s expected of your team&lt;br&gt;● 1st place: Ranchery Food Truck – 2019&lt;br&gt;● Business Pitch Competition-2020&lt;br&gt;● Business Pitch Competition (Industry Insights 4SS)-2021</td>
<td><strong>Chris Halliwell, MBA</strong>&lt;br&gt;Executive Educator &amp; UCI BAI Innovation Advisor</td>
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<td><strong>4: April 28</strong></td>
<td><strong>Business Strategy &amp; Business Model Innovation</strong>&lt;br&gt;● SWOT: An Environmental Assessment Tool&lt;br&gt;● Philips Lighting Case: The Shift to Product as a Service&lt;br&gt;● ARM Case: Electronics IP Business Model Innovation&lt;br&gt;● Teamwork&lt;br&gt;Video Resources: <a href="#">Science Communication Lab Part 1: Environmental Assessment Toolkit</a> for more on SWOT and strategy tools (12 min)</td>
<td><strong>Chris Halliwell, MBA</strong>&lt;br&gt;Executive Educator &amp; UCI BAI Innovation Advisor</td>
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<td><strong>5: May 6</strong></td>
<td><strong>University &amp; Industry Collaboration</strong>&lt;br&gt;● UCI Intellectual Property Considerations &amp; Collaboration&lt;br&gt;● Teamwork&lt;br&gt;Video Resources:&lt;br&gt;● <a href="#">SciComLab’s Strategic Collaboration Part 1</a> for more on BioPharma/Academia collaboration (16 min)&lt;br&gt;● <a href="#">Matt Hanson 2020 Business Math video</a> to prepare for May 13 Q&amp;A session</td>
<td><strong>Steve Huyn</strong>, Ph.D.&lt;br&gt;Sr. Licensing Officer&lt;br&gt;UCI Beall Applied Innovation</td>
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| 6: May 13 | **Business Math & Business Development**  
  - Business Math Q & A  
  - The Role of Business Development in Industry & The Role of Scientists in Business Development  
  - Teamwork  
  **Video Resources:**  
  - SciComLab’s Finance for a deeper dive into Business Math (16 min)  
  - SciComLab’s, Business Development Part 1 to learn how partner relationships fill gaps in the business model and explore successful business development deal structures (15 min) | **Mathew Hanson**, Ph.D.  
Director of New Ventures  
UCI Beall Applied Innovation  
**Richard S. Craeger**, Ph. D  
Fmr. Chief Scientific Officer  
Beckman Coulter |
|---|---|
| 7: May 20 | **Training sessions on how to pitch your business model canvas**  
The workshop will help course participants in polishing their presentation skills, understand team dynamics during business pitch presentation. During this session, the teams will practice their business pitch with **Bri McWhorter** | **Bri McWhorter, MFA.**  
Activate to Captivate |
| 8: May 27 | **Final presentations - Business Pitch Contest**  
- Teams will present their business model canvas in the virtual classroom & get valuable feedback from industry professionals  
- 10 mins for pitch presentation plus 5 mins for Q&A  
- Top presenters will receive 1st, 2nd, 3rd awards including audience pick  
- What’s Next? E.g. BAI Graduate Innovation Fellowship | **Harinder Singh**, Ph.D.  
Program Director, UCI GPS  
Success in STEM  
**Chloe Hsieh**  
Cross-Campus Collaborations Manager  
UCI Beall Applied Innovation |