

Human and Social Sciences

Business Economics

IDENTIFICATION

CODE : BS-3-S1-EC-COECOEN
ECTS : 1.0

HOURS

Lectures : 0.0 h
Seminars : 20.0 h
Laboratory : 0.0 h
Project : 0.0 h
Teacher-student
contact : 20.0 h
Personal work : 5.0 h
Total : 25.0 h

ASSESSMENT METHOD

- Oral presentation of a group
project on a product innovation
related to biosciences [40%]
- Exam [60%]

TEACHING AIDS

- Lecture slides
- Extensive case study on Gilead
corporation and the antiviral drugs
industry
- Articles

TEACHING LANGUAGE

French

CONTACT

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AIMS

COMPETENCES

The course contributes to the development of the students abilities to

- 1) Identify and analyse the principles of business organization or of other socioeconomic units, notably in sectors related to life sciences
- 2) Analyse the economic, industrial, strategic and human context of the organization, in order to make relevant professional decisions
- 3) Innovate within business or non-profit organizations
- 4) Act responsibly in complex environment

This course is related to the following fields of knowledge :

Business economics
Industrial economics
Innovation economics

OBJECTIVES

- 1) Providing the fundamental elements of knowledge, necessary to analyse business strategies, as well as their economic and social effects
- 2) Initiating students into the crucial stakes of innovation economics in sectors related to life sciences

CONTENT

Introduction. A few definitions

1. The economic environment of business
2. The strategic management of business
3. Governance and the Responsibility of business in society
4. Intellectual Property and its stakes

Presentation of group projects. 6 innovation case studies related to biosciences

BIBLIOGRAPHY

- Johnson, G., Whittington, R., Scholes, K., Angwin, D., Regnér, P., 2019, Exploring Strategy, 12e ed., Pearson
- Europresse
- <https://www.xerficanal.com>

PRE-REQUISITE

none