Newport Beach, CA, July 10, 2013 -- The University of California announces the presentation of the Biotechnology for Business program, now in its 19th year. The course will be held from September 7–9, 2013, and is taught by a team of PhD research faculty. Further information is available from the course website, http://www.biotech4business.com.

The recognition of the need for biotechnology training for business professionals prompted development of this course by Michael Pirrung, the Founding Director. Biotechnology for Business trains nonscientists in the fundamental biology underlying the biotechnology industry and imparts a vision of developments and opportunities in the industry. It enables participants to view more knowledgeably the scientific issues in their own work and interact more confidently with technical personnel.

Past participants have praised the experience they gained in Biotechnology for Business: “After nine years in the finance ... side of the business, I finally feel 'at home' discussing scientific issues. My questions, and the answers, will be so much more relevant. Not only the course material, but the interaction in the faculty and fellow participants was invaluable.”

About Biotechnology for Business:
The Biotechnology for Business Program began at Duke University in 1994 and relocated to the University of California in 2005. It has trained well over 500 business people in the fundamental science underlying the industry. Participants have come from six continents and from diverse business backgrounds, including law, marketing, venture capital, investment banking, and government. However, even those with advanced degrees in other scientific disciplines, such as physical sciences or engineering, have profited from attending past courses.

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