



MILI 6997: VALUATION LAB, BAY AREA CA

In the Valuation Lab, teams of students complete a rapid market analysis of promising medical technologies and services to determine potential for success in a global market. Course project work exposes students to innovations and inventors. The outcome of this course is for students to learn to succinctly evaluate the value of a new medical industry technology or process by considering market size and potential, intellectual property, and return on investment. The program is a mix of class sessions, site visits and group work.

WHEN: January 9-17, 2025, on site in California (Bay Area).
You are required to attend three mandatory pre-departure sessions. Attendance will be taken and unless you have advanced permission, missing a session will be reflected in your final grade. Sessions are scheduled for: November 7, 21 and December 12. All are from 5:45-9:05pm.

WHERE: Home base will be in Palo Alto, CA with site visits in Bay Area & The Valley.

WHY: Innovations in medical technologies are one of the leading areas of economic growth in the world, creating a strong and growing demand for the valuation of new medical technologies. Students will also be exposed to relevant site visits and speakers from the Bay Area.

HOW:

- ✓ Complete the application form: <https://forms.gle/xzZCJPj4buDMzgS78>
- ✓ All students must pay course tuition plus a program fee of \$1200.00. Fee includes program administration, two group dinners, meeting space and course related expenses. All travel arrangements and other expenses are the responsibility of the student.
- ✓ All students will be responsible for their own lodging, which will be discussed at the pre-departure session. It is strongly recommended that groups of students get lodging via AirBnB, VRBO, etc.
 - Instructor will give enrollment preference to students who have taken MILI 6995/IBUS 6997, students seeking their MILI specialization, as well as those that have previous international experience.

DETAILS & DEADLINES:

- Enrollment in MILI 6997 (4 credits) is required. Enrollment 20 max.
- The program fee of \$1200.00 will be charged automatically to your student account.
- Application deadline: October 28, 2024 - 11:59PM
- Students will be notified of instructor approval decision by: November 4, 2024
- Cancellation Policy:
 - November 20-29, 2024: no charge
 - November 30-December 13, 2024: \$500
 - After December 14: Full program fee