

# Industry Immersion Learning

## Real-Life Industry Case-Studies in Biotechnology and Business

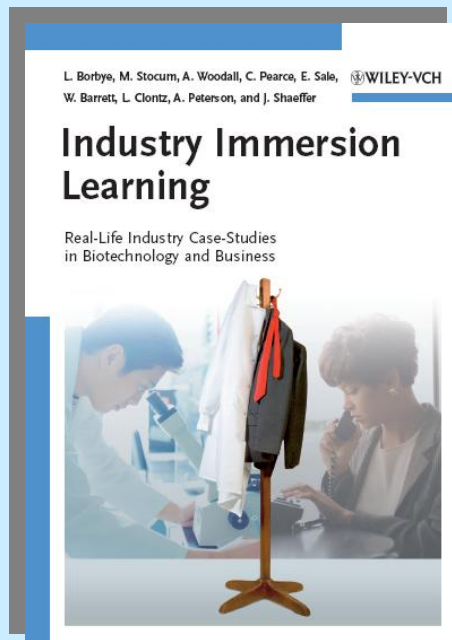
**LISBETH BORBYE et al.**

*of North Carolina State University, USA*

Students are often surprised about the differences between the university and industry work environments when adjusting to their first job in the biotechnology and pharmaceutical industry. This book aims to facilitate the transition from university to industry by presenting real-life study cases that span a broad range of important topics. Amongst these are examples of innovation, management or optimization of products, processes, and intellectual property.

Many university teachers are also unfamiliar with the industry environment. This book provides guidance on how to approach industry professionals and create educational alliances. The strategy of establishing contact to industry employers and the process of developing study cases are outlined. Each study includes a description of the topic, mission and goals, learning outcomes, study plan, student deliverables, and teacher's instructional materials.

Few textbooks are available that contain hands-on training for students aiming to work in industry and instructions for university teachers interested in collaborating with industry. This book is ideal for professional science and MBA students, as well as university teachers and industry professionals.



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