

Bio-entrepreneurship Training
 バイオアントレプレナーシップトレーニング
 (国立台湾大学)

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| Course | Bio-entrepreneurship Training |
| Course No. | 01ER301 |
| Credits | 2 Credits |
| Grade | 1 st Year |
| Timetable | Spring AB |
| Instructor | Ning-Sing Shaw |
| Course Overview | In this course, we will nurture potential entrepreneurs in Bio-related fields. Through the examples of businesses in Taiwan, students will study fundamental knowledges required for starting/managing businesses (ex; corporate organization, corporate management, Industry-Government-Academia Collaboration, Brand, marketing, positioning, value proposition, etc.). Additionally, we will visit bio-corporation in Taiwan to promote better understanding of actual corporate situation. |
| Remarks | Conducted in English at National Taiwan University. |
| Course Type | Lectures |
| Link between Course Objectives and Activities | Students will acquire fundamental knowledge required to start up bio-corporation in Taiwan. We will also nurture the generic skills such as how to apply the knowledge in Agro-Biomedical Science to social needs, and project management skills in different fields. |
| Academic Goal | 1. Students will be able to explain/describe current situation of Taiwanese corporation. 2. Students will be able to explain/describe corporation management including marketing, finance, collaboration, brand, positioning, and value proposition. |
| Course Schedule | 1. Overview of Bio-Industries and Bio-Enterprises in Taiwan 2. Corporate Organization 3. Corporate Management 4. Marketing and Finance 5. Industry-Government-Academia Collaboration 6. Brand, Positioning and Value Proposition 7. From Insights to Product Concepts 8. Business Ethics and Practice 9. Global Network from Taiwan for Entrepreneurs 10. Visiting Taiwanese Bio-company I (Food and Agriculture) 11. Visiting Taiwanese Bio-company II (Pharmaceutical industries) |
| Course Prerequisites and Advisories | |
| Grading Philosophy (Percentage/ Criteria/ Methodology) | Students will be graded by class participation and report about business model. Participation in the class (50%) and a report about the idea of business model (50%). Grading Criteria is A+, A, A-, B+, B, B-, and C+/C-/C- (Failure). Students need to attend at least 80% of classes for getting grade C. |
| Self-Directed Learning Other Than Coursework | Complete reports as assigned |
| Textbooks, References and Supplementary Materials | To be introduced by instructors in the class |
| Office Hours | Name: Ning-Sing Shaw E-mail: nsshaw@ntu.edu.tw By appointment only |

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| Other (i.e. Expectations on Classroom, Conduct and Decorum etc.) | |
| Related Courses | Entrepreneurship Training I Entrepreneurship Training II Job or Internship Hunting Including Technological Watch |
| Keywords | Entrepreneurship, Management, Marketing, Industry-government-academia collaboration |