

Course	Bio-entrepreneurship Training
Course No.	
Credits	2 Credits
Grade	1 Year
Timetable	Spring
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.
Course Type	Lectures and Seminars
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 attendance and report about business model. Attendance and discussion 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. The deadline of the report is at the end of December.
Self-Directed Learning Other Than Coursework	Complete reports as assigned
Textbooks, References and Supplementary Materials	Distributed or introduced by instructors in the class
Office Hours	Name: Ning-Sing Shaw E-mail: nsshaw@ntu.edu.tw By appointment only
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