

# 課程規劃Course Plan

## 基礎課程

管理概論  
財務報表分析

## 必修課程

財務管理  
策略管理  
行銷管理  
組織行為  
服務與營運管理  
現代生物學之應用  
生醫智慧財產與法律  
生物醫材專題研討  
藥物開發與臨床試驗

## 選修課程

人工智慧與商業數據分析  
生技醫藥產業實務概論  
進階管理個案  
生醫產業智財管理與商品化策略  
健康產業未滿足需求之探索  
生醫產業分析與論文個案研究  
生醫產業科技管理  
健康產業趨勢與商業模式研析  
健康產業經營管理：平台策略與生態系建構

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## prerequisite course

Introduction to Management  
Financial Statement Analysis

## Required courses

- \*Financial Management
- \*Strategic Management
- \*Marketing Management
- \*Organizational Behavior
- \*Service and Operations Management
- \*Application of Modern Biology
- \*Intellectual Property Protection in the Bio- and Pharmaceutical Industry
- \*Special topics and discussion on medical devices
- \*Drug development and clinical trials

## Elective Courses

- \*Artificial Intelligence and Business Data Analytics
- \*Introduction to Practices in Biopharmaceutical Industry
- \*Advanced Seminar in Management Cases
- \*Intellectual property and commercialization of Bio-medical industry
- \*Exploration for unmet needs in health care industry
- \*Bio-medical industry analysis and case study for thesis writing
- \*Management of Technologies in Bio-medical Industry
- \*Discussion on Trends and Business Models of Health Industry
- \*Health industry management: Platform strategy and ecosystem construction