Overview

This course focuses on the practicalities and cultural norms of doing biotechnology business in all major Asian markets including India, China, Japan, and South Korea. The political, economic, legal, bureaucratic, IP, regulation and administration, and reimbursement environment of each country will be explored. Cultural and social issues involved in negotiation and doing business will be explored through case studies and the preparation of business strategy for a real opportunity for entering Asian markets.
Faculty
Faculty of Science

School
School of Biotechnology and Biomolecular Sciences

Study Level
Postgraduate

Delivery Mode
Fully online

Indicative contact hours
6.5

Timetable
Visit timetable website for details
Pre-2019 Handbook Editions

Access past handbook editions (2018 and prior)

Pre-2019 Handbook Editions
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Authorised by Deputy Vice-Chancellor (Academic)
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