

# 【JGPセミナーV, VI(オンライン講義)開講のお知らせ】

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※受講希望者は必ず履修登録をしてください。

## 【JGPセミナーV】

**Title:** “Introduction to the Language of a Corporation for Technologists (I)”

**Abstract:** In these lectures we will learn first how to “follow the money” and understand the financial health of a company, the strategies that companies use to succeed, and the role of different functions within the corporation. We will then examine in more detail the cost of research and product development projects and the criteria used by corporate management to select projects.

**Time & Date:** 2:45pm-4:15pm, Oct. 14, 21, 28, Nov. 4 (Wed)

※毎講義翌日の木曜1時～2時半、質疑応答等の時間を設けます。

## 【JGPセミナーVI】

**Title:** “Introduction to the Language of a Corporation for Technologists (II)”

**Abstract:** Scientists and engineers make direct contributions to the corporation through solutions to technical problems. The value of the contributions can be enhanced if the technologists have an appreciation for what makes a true difference in the life of the corporation. In these lectures we introduce the concept of value-chain and its potential disruption, the value and rules surrounding intellectual property (patents and trademarks), fundamentals of negotiation, and conclude with historical and prospective examples.

**Time & Date:** 2:45pm-4:15pm, Nov. 11, 18, 25, Dec. 2 (Wed)

※毎講義翌日の木曜1時～2時半、質疑応答等の時間を設けます。