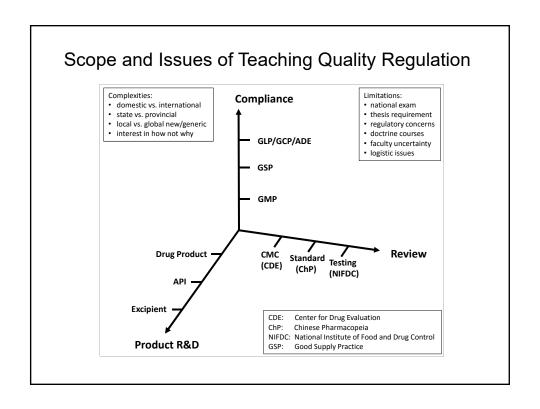
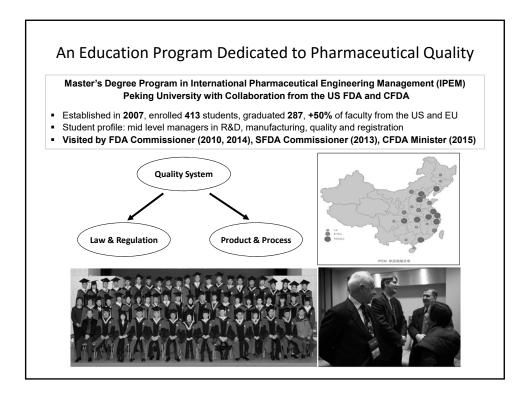
The Master Degree Program in International Pharmaceutical Engineering Management (IPEM) of Peking University

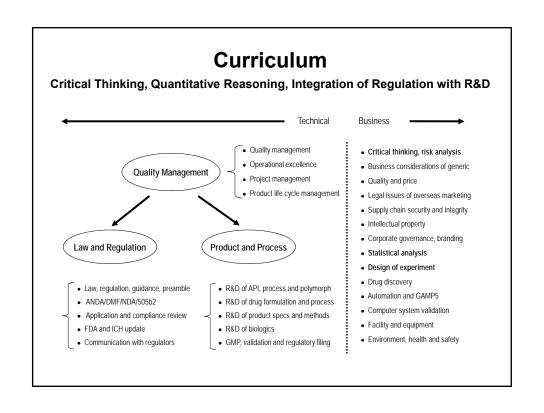
Qiang Zheng

IPEM Program

USC September 17, 2016







Challenges

In an increasingly hostile environment to the drug industry with:

- · higher regulatory hurdles and competition,
- · lower visibility and selling price,
- · high interest in information, but low interest in knowledge,
- · a short-term mind set with no integrity bottom line of any kind,

Would such a (traditional) education program survive?

Sometimes, I feel we are preaching, not teaching, quality

Thank You

Qiang Zheng zhengqiang@pku.edu.cn

Center for Pharmaceutical Information and Engineering Research Master's Degree Program in International Pharmaceutical Engineering Management College of Engineering Peking University