

101-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	生技產業經營與管理	Serial No. / ID	2283 / TDR5017
Dept.	生物科技博士學位學程	School System / Class	研究所博士班1年1班
Lecturer	徐泰浩	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(二)ABC / B204	Language	Chinese

Introduction	
無	

Outline	
<ol style="list-style-type: none">1.The status of the biotechnology industry and development trends2.Biotech public offerings and capital raising - Practice and Experience Sharing3.Human resources development and management: Biotech industry - Practice and Experience Sharing4.Biotech business management and product development strategy - Practice and Experience Sharing5.R & D strategic planning and corporate development operations - Practice and Experience Sharing6.Mushroom industry management - Practice and Experience Sharing7.Pharmaceutical management and strategic planning - Practice and Experience Sharing8.Biotech methods and techniques of valuation cases - Practice and Experience Sharing9.Biotech product marketing strategy and intangible assets layout - Practice and Experience Sharing10.Group discussion	

Prerequisite	
Biotechnology	