

102-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	生物產業經營管理	Serial No. / ID	0530 / MHI4011
Dept.	藥用植物與保健學系	School System / Class	大學日間部4年1班
Lecturer	徐泰浩	Full or Part-time	專任
Required / Credit	Optinal / 2	Graduate Class	Yes
Time / Place	(四)78 / H566	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	