

102-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	新產品開發及實習	Serial No. / ID	2061 / BTI3068
Dept.	生物產業科技學系	School System / Class	大學日間部3年1班
Lecturer	吳建一	Full or Part-time	專任
Required / Credit	Optinal / 4	Graduate Class	No
Time / Place	(二)567 / H564 (二)89 / H564	Language	Chinese

Introduction
This course is to develop a new product, it is a more practical course, which not only integrated with the basic knowledge of bioindustry , but also combined with the fundamentals of business operations.

Outline
<ol style="list-style-type: none">1. fundamental of business operation2. application of bioindustry3. development of new product4. pricing and costing5. marketing strategy

Prerequisite
NONE