

97-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	生物產業經營管理	Serial No. / ID	0443 / BTI2035
Dept.	生物產業科技學系	School System / Class	大學日間部2年1班
Lecturer	楊博文	Full or Part-time	專任
Required / Credit	Optinal / 2	Graduate Class	NO
Time / Place	(一)9A / H539	Language	Chinese

Introduction
<p>This course will be presented for the characteristics of the emerging biotechnology industry, including core technology and innovation capability and economic functions such as marketing techniques, combined with new knowledge and biotech entrepreneurship particularity, providing master rule of success, analyze operational management of all biotech industry levels of pulsation, master biotechnology value chain and company strategy, and by the biotech industry operators or practitioners to share practical experience in business management, to enable students to understand the "bio-industry management" related issues in order to enhance their professional knowledge.</p>

Outline
<ol style="list-style-type: none"> 1 Food Safety and Food Industry Management 2 Status Brewing Food Industry and Development 3 current situation and development trend of the industry sauce 4 sauce food industry marketing management -. Practice and experience sharing 5 Brewing Food Industry Management -. Practice and experience sharing 6 current situation and development trend of instant noodle industry - Practice and Experience Sharing 7 Food safety and food hygiene regulations 8 food factory tour and visit 9 traditional food industry modern management -. Practice and experience sharing 10 beverage and food industry management -. Practice and experience sharing 11 Food Industry Career Experience Sharing 12. Breakout

Prerequisite
Biotechnology