朝陽科技大學 095學年度第2學期教學大綱
SWOT Analysis of Agricultural Biotechnological Products 生技產品評估

當期課號	7683	Course Number	7683
授課教師	高穗生	Instructor	SUEY,SHENG KAO
中文課名	生技產品評估	Course Name	SWOT Analysis of Agricultural Biotechnological Products
開課單位	應用化學系碩士在職專班一A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程將深入地就國內各類重要農業生技產業和產品，進行產業分析。	Objectives	In this course, I would like to discuss with you about the SWOT analysis on key agricultural biotechnology products and industry in Taiwan.
教材	投影片	Teaching Materials	Overhead
成績評量方式	口頭心得報告及繳交期末報告	Grading	Oral presentation and term paper
教師網頁			
教學內容	農業生技產品日新月異，莘莘學子，若對於是項產業要有所瞭解，進而投入，實應預作一番評估。而評估方法，不外乎進行產業分析，分析之主題則包括其優勢、劣勢、機會和威脅。 本課程將深入地就國內各類重要農業生技產業和產品，進行產業分析。	Syllabus	Students who want to better-understand and intend to devote themselves to the everchanging and advancing agricultural biotechnology industry, should take into consideration to learn SWOT analysis of this industry in advance. The essence of SWOT analysis composed of strength, weekness, opportunities and threats. In this course, I would like to discuss with you about the SWOT analysis on key agricultural biotechnology products and industry in Taiwan.

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