

農業企業經營管理碩士在職專班

教育目標

本碩專班以招收各公私立單位與個人對農業有興趣之在職學生為主。培育學生具農業企業經營管理專業知識與實務能力，提供學生與產業實務界交流與合作，及提升學生自主研究能力，加強農業企業化經營管理應用能力，並整合農業科學之應用發展。

課程規劃

因考量學生學經歷涵蓋各領域，為使學生具農業企業管理相關基本知識將必修課程分為「農企業管理」、「農業經濟」、「生產管理」、「生態休閒」、「研究方法」及「農企業經營管理專題特論」等六項。選修課程以農企業三級產業架構，涵蓋上游、中游至下游產業，可規劃分為「農場管理」、「農產加工」、「行銷管理與服務」。學生可獲得有關本碩專班之進階專業知能，並具問題分析與邏輯推理及溝通與團隊合作能力。

主要研究領域

- ◆ **農業企業管理**：介紹管理相關概念及理論，期使學生在組織管理的概念上有初步的瞭解與認識，進而能應用於農企業實務工作的應用。包括規畫、組織、領導、控制等管理功能，以及此功能在農企業的角色。並介紹人力資源、行銷、生產、顧客服務、與財會等企業功能於農企業中的運作。
- ◆ **農場管理**：培養學生管理農場之基本知識，增加對農場經營之了解，以及提升同學對農場管理之專業知識。包括介紹經營農場所需具備的知識和注意要項。藉由參訪實際農場經營者，了解各型農場的經營方式。
- ◆ **食品加工管理**：介紹基本的農產品加工技術，包括熱保藏原理與加工、冷保藏原理與加工、濃縮乾燥保藏原理與加工、輻射保藏原理與加工、微波加熱保藏原理與加工、歐姆加熱保藏原理與加工、以及活性包裝保藏原理等。培養學生具備基本的農產品加工技能。
- ◆ **國際農業企業**：透過介紹企業如何於外在變動快速的全球環境中執行策略，包括國際企業管理的基礎、多國企業的策略內容與執行、策略執行時的管理程序、多國企業的策略如何執行及有關多國企業執行策略時相關的倫理議題。培養學生具

有農業企業經營的國際觀、理論與實務聯結的能力及成為農業企業的管理人才。

教研成果

本碩專班以訓練國內農業企業經營人才為主要目的，透過本校跨領域學術研究人才進行專業教學，著重在農業與自然資源發展政策、農產品廣告與行銷、農企業管理與競爭、鄉村休閒旅遊發展等研究趨勢的應用。

本碩專班成立於100年，至104年畢業系友為29人，在各方面表現卓著，以農業相關單位為主要任職單位。畢業系友中有3人繼續就讀博士班，多數學生畢業後於所屬單位升遷或自行創業，本碩專班也於103年10月18日成立所友聯誼會，以建立畢業同學情誼，培養互助合作精神，並支持本班之進步與發展。



▲ 農產品加工與管理—蜜番茄實作
Processing and Management of Agricultural products: making preserved tomatoes



▲ 校外參訪—惠蓀林場
Off-Campus Visitation—Huisun Forestry Center



▲ 校外參訪—嘉義茶種苗圃
Off-Campus Visitation—Chiayi Tea Nursery



▲ 校外參訪—好聖美地茶園
Off-Campus Visitation—Tea Planatation



▲ 校外參訪—高冷地分場
Off-Campus Visitation—Cold High-land Extension Farm



▲ 所友聯誼會成立
Ceremony of the founding of the Alumni Association of this program

Mission

This master's program trains working students from public and private sectors. Students are trained to be equipped with professional knowledge and practical capability of agricultural business management, to have interactions and cooperation with the industry, and to promote students' skillset for conducting autonomous research. The program also intends to enhance the students' competence of industrialization management, and to integrate theory and practical application in agricultural business development.

Curriculum

The major required courses include Agricultural Business Management, Agricultural Economy, Production Control, Ecology Recreation, Research Methodology, and Agricultural Business Case Study. Courses may focus on—but are not limited to—farm management, produce processing industry, and marketing management and service. Students gain professional knowledge and capabilities in problem solving and logical reasoning, effective communication, and teamwork, and eventually become leaders in the agribusiness field.

Core Research Topics

- ◆ **Agricultural Business Management** : Courses introduce basic management concepts and theories. Students gain fundamental comprehension and acquaintance with business management, and learn how to apply their knowledge to practical work in agricultural business. The courses enhance students' ability in planning, organization, leadership, and management. Students learn how an enterprise operates in agricultural business with regard to human resource, marketing, production, customer service, and accounting.
- ◆ **Farm Management** : The courses help students acquire fundamental and comprehensive knowledge on farming business management. The students learn the operation modes of different types of farms through field trips to various farm operators.
- ◆ **Food Processing Management** : The courses introduce techniques used for agricultural products processing. Those include principles of hot and

cold preservation, concentration and dehydration, irradiation, and microwave heating.

- ◆ **International Agricultural Business** : The courses introduce the foundation and strategic execution procedures of international enterprises management. Students learn how multinational enterprises execute strategies, and ethical issues related to strategic operation. Therefore, the students become better equipped with international views of agricultural business operation, and enhance their capability in applying theories to practices in our rapidly changing global environment.

Achievements

The main goal of this program is to train domestic agricultural business elites and implement extension education by cross-field academic research experts at NCHU. This program emphasizes the application of agricultural and natural resources and research trends, including policy development, advertisements and the marketing of agricultural products, agricultural business management, rural recreation, and tourism development.

This in-service master program was founded in 2011. As of 2014, 29 students have graduated. All of the students trained through this program perform exceptionally well in their jobs. Three students are currently pursuing their doctoral degree, and a few started their own business related to agriculture. An alumni association was established on October 18, 2014, to enhance connections among all students to foster mutual assistance and cooperation.



▲上課教室
Classroom



▲校外參訪果菜生產合作社
Field trip to a fruit and vegetable cooperative



▲畜產品加工與管理—中西式香腸實作
Making sausages



▲香辛料之應用與保健機能—辣椒醬實作
Making hot pepper paste