

# 生物產業管理進修學士學位學程

## 歷史沿革

生物產業管理進修學士學位學程(簡稱「生管學程」)前身為「農業經營學系」，於民國八十二年八月正式於本校夜間部成立，提供為中部地區從事農業工作者進修管道；中興大學農學院於師資、設備、研究方面均相當傑出，故教育部方同意本校夜間部設立農業經營學系，招收學生五十名，其中二十五名必須保留給在職進修人員，惟入學資格仍須通過大學夜間部聯招。目前生管學程的人學採獨立招生考試，雖不再保留名額給在職進修人員，因授課時間仍維持安排在夜間上課，故開放學習管道裨益大學回流教育推展的教育理念與精神依然存在。

## 教育目標

本學程的發展目標兼顧傳統農業和新興的生物產業發展需求，透過教育訓練、諮詢服務、資訊傳播以及整合性行銷管理等專業之培養，積極推動生物產業的發展，以迎向生物產業全球化與現代化的世界潮流。

## 課程規劃

本學程的課程設計兼顧理論與實務，所開設之課程區分為「生物產業科學」和「事業管理」兩大領域，其中生物產業科學知識包括農業、食品產業與綠色產業(涵蓋休閒、有機、保健與養生)等相關事業所需基本知識，並提供相關企業所需人才在事業管理上有關行銷、人力、組織等方面的知識訓練。

並於101學年度起，更秉持既有科際整合的跨領域精神，透過以茶業為主題的創新創業課程學習模組之導入，冀持續有效提升生管學程學生的競爭力，展現本學程致力於培育整合性生物產業管理人才的教育目標與發展特色。

## 功能與特色

1. 生物產業管理進修學士學位學程為國內唯一屬於農業暨自然資源學院領域的大學夜間進修管道，可提供中部地區弱勢學生及已就業人士等，進修獲取高等教育的專業學習機會。
2. 培養具有「生物產業科學」應用的經營技術與「事業管理」專業與實務知能，可協助實際從事相關產業工作或有意進入研究所者，發展更專業的技能。
3. 本學程配合國家農業發展將茶產業列為產業優化重點產業之政策，於101學年度第2學期正式將21門茶產業課程納入課程，聘請國內茶產業各領域之專家學者，教授學生茶產業之基本知識與技能，從原理之認知至實作等專業學習，培育出具有結合科技與生活、回應社會與環境變遷需求之跨領域、高創造力，及具高度社會關懷熱情之茶產業整合性人才。



# Bachelor Program of Bio-Industry Management

## History

Bachelor Program of Bio-Industry Management (referred to as “BPBIM”), formerly known as “Department of Agricultural Management,” was founded in 1993 and belonged to Night School of National Chung Hsing University (NCHU) with an aim to provide in-service education to agricultural workers of the central region in Taiwan. NCHU is mainly famous for its Agricultural College nationwide; thus, the Ministry of Education agreed the Night School of NCHU to set up Department of Agricultural Management and recruit fifty students in accordance with the entrance qualification of Night School regulation, of which 25 must be reserved for in-service personnel in the past. Currently, students of this program are recruited through an independent entrance examination of NCHU. Although there is no longer the reservation for in-service personnel, the spirit of open learning contributive to the recurrent education of higher education remains for all course is evening class.

## Mission

The education goals of this bachelor program are to offer students the basic knowledge of bio-industry management, agricultural extension, communication, rural development, and marketing in green industry.



Bachelor of Management Degree

## Curriculum

Bachelor Program of Bio-Industry Management curriculum focuses on both theory and practice; the curriculum is consisted of two main areas, including “business management” and “bio-industry sciences” respectively.

## Prospective

1. To promote academic and practical trainings and cooperation with related agri-business.
2. To integrate theoretical and practical knowledge of extension and management of bio-industry to develop the advanced manpower.
3. To apply communication technologies, consultation skills, training program planning, and marketing techniques to provision of services in bio-industry.



▲茶器具特性與製作  
Course of Production of Tea Utensils



▲茶葉品評  
Course of Tea Sensory Evaluation

◀生物產業管理學士專業內涵  
Professional areas of Bachelor Program of Bio-Industry Management