

生物產業管理研究所

教育目標

生物產業管理研究所教育目標兼顧傳統農業與新興的生物產業發展需求，透過教育訓練、諮詢服務、資訊傳播及整合性行銷管理等專業課程，培育學生具備生物產業管理，推動生物產業發展之能力。本所稱「生物產業」係以農業、食品產業、有機產業和鄉村休閒產業為主要範圍；「管理」部份主要以產銷管理、傳播管理和資源管理為核心。

課程規劃

本所成立的宗旨包括契合未來生物產業研究教學與人才培育需求，整合農業暨自然資源學院生物產業研究教學資源，因應在地產業需求，鼓勵學生實務與理論結合，因應生物產業國際競爭力之能力培養所需，以及追求生物產業發展永續性等。重點課程涵蓋國際化時代的農業經營、生物產業政策與行政、生物產業管理特論、生物產業行銷、食品產業、食品市場分析與管理、鄉村產業規劃、社區組織與社區營造、鄉村產業規劃、永續農業與鄉村、有機產業產銷管理、綠色行銷、養生保健事業、人力資源發展與管理、研究方法以及科技英文寫作等。學生可獲得之核心能力為：生物產業產銷管理、傳播管理之專業知能；生物產業研究與實務應用之問題分析與邏輯推理能力；生物產業國際視野及外語溝通能力。

主要研究領域

- ◆ **農業、農村、農民**：農業產銷之經營管理，以農業為主軸的鄉村永續發展議題，以及以農民為核心的農民組織管理議題。
- ◆ **食品產業**：食品產業學的課題、體系化與理論建構；飲食生活變化與食品產業；食品產業的革新與企業行動；食品產業結構與農業、農村再建構；食品產業政策與制度。
- ◆ **有機產業**：一級有機產業，如地產地消、社區支持型農業等經營方式；二級有機產業，如以有機農產品為原料之製品工業的產銷管理；三級有機產業，如以有機農場、有機農產品為元素的服務、遊憩體驗。
- ◆ **鄉村休閒產業**：鄉村休閒產業經營與行銷；休閒

農業與休閒農場經營管理；鄉村民宿與長宿；農村社區發展與社區旅遊；生態、文化、休閒。

教研成果

本所成立逾25年，畢業系友224人，分佈於各行各業，表現卓著，於公私立大專院校、中央地方農政單位、農業試驗改良場所及農民組織擔任要職。本所教師與國內外公私立機構合作計畫平均每年約新台幣四百萬元；近五年研究成果發表於國際SCI、SSCI、EI等期刊、國內重要學術期刊、研討等論文及專書章節等共計95篇。



▲ 生物產業人力資源訓練
Human resource training of bio-industry



▲ 定期校外參訪生物產業組織
Regular field trips to bio-industry organizations



▲ 透過市集學習生物產業實務
Learning by doing at NCHU organic farmers' market



▲ 探訪生物產業研究場域
Visit to research fields of bio-industry



▲ 擴增感官品評實驗研究以了解農產品與加工品特性
Extending research methods via sensory lab to understand characteristics of agricultural and processed products



▲ 藉所友會強化師生關係與產業連結
Regular meetings with our alumni and further connection with bio-industry



▲ 定期研討會增進與生物產業連結
Regular academic conferences for keeping connection with bio-industry

Mission

The institute's mission is to focus not only on the demand of traditional agricultural development but also on bioindustrial development. Through our specialty courses in educational training, consultant services, information communication, and integrated marketing management, our students learn about bioindustry management and the ability of bioindustry development promotion. Our program possesses a substantial potential industry in various fields, such as food, organics and health, and rural leisure as well as agriculture. The core area of management includes production and marketing management, communication management, and resource management. Therefore, our graduate institute aims to foster the needs of human resources in both traditional agriculture and the emerging bioindustries.

Curriculum

Our graduate institute aims to (1) foster the needs of human resources and research as well as teaching in both traditional agriculture and the emerging bioindustries; (2) integrate research and teaching resources of the College of Agricultural and Natural Resources; (3) respond to the needs of local industries to encourage students to combine theory with actual circumstances; (4) respond to the needs of fostering the ability for bioindustry global competition; and (5) pursue sustainability in bioindustry development. The major courses cover Farming in the Age of Internationalization, Bioindustry Policy and Administration, Special Topics in Bioindustry Management, Bio-industry Marketing, Food Industry, Market Analysis and Strategy Management in Food Industry, Rural Industry Planning, Community Organization and Development, Sustainable Agriculture and Rural Society, Management in Organic Industry, Green Marketing, Industry of Health Prevention and Care, Human Resource Development and Management, Research Methods, and Technology English Writing Skills. The core competencies of our students emphasize bioindustry product marketing management, communication management, problem analysis and logical reasoning abilities in bioindustry research and application, and foreign language communication.

Core Research Topics

- ◆ **Agriculture, countryside, and farmers** : The business and management of agricultural production marketing; countryside as a spindle on the concerns of sustainable rural development; and farmers as a core theme in the management of farmer organizations.
- ◆ **Food industry** : Topics, systematization, and theory structure of food industry; changes in diet life and food industry; innovations of food industry and enterprise actions; food industry structure with rebuilding agriculture and rural area; and policy and institution of the food industry.
- ◆ **Organic industry** : First degree of the organic industry, focusing on producing local and selling local, community support agriculture; second degree of the organic industry, focusing on the production marketing management of processed foods based on organic agricultural products; and third degree of the organic industry, services, and rural experiences based on organic farms and organic agricultural products.
- ◆ **Rural tourism industry** : Management and marketing of the rural tourism industry; business and management of tourism agriculture and tourism farms; rural accommodation and long stays; and the development of countryside community and community tourism, ecology, culture, and tourism.

Achievements

From our graduate institute, established over 25 years ago, 224 alumni have found jobs in many fields, and have achieved great accomplishments in national or private colleges or universities, central and local government agricultural sectors, Taiwan Agricultural Research Institute, and farmer organizations. Our faculty members receive, on average, NT\$4 million annually for collaborative projects with public and private organizations. The research outcomes within the past 5 years involve 95 papers published in SCI, SSCI, and EI international journals, critical domestic academic journals, conference papers, and book chapters.