ENSTBB

Economie Pharma-Biotech

École / Prépa
ENSTBB

Présentation

Code interne : BIO9-MECON

Description

Basic knowledge and understanding of the strategic management field.

Heures d'enseignement

CM	Cours Magistraux	12h

Informations complémentaires

The biotechnology industry dynamics, Introduction to : strategic management, business models, business development, corporate finance and capital markets, strategic marketing

Infos pratiques

Contacts

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