

Laporan Praktek Kerja Profesi Apoteker di Corporate Business Development PT. Kalbe Farma, Tbk. Periode 6 Januari - 28 Februari 2014 = Pharmacist Internship Program at Corporate Busniess Development PT. Kalbe Farma, Tbk. January 6th - February 28th 2014 Period

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Abstrak

Praktek Kerja Profesi Apoteker di Corporate Business Development PT. Kalbe Farma, Tbk. bertujuan untuk memahami peran apoteker di industri farmasi khususnya pada bagian Corporate Business Development. Di samping itu, terdapat tugas khusus yang berjudul "PERBANDINGAN PENGEMBANGAN INTELIJEN BISNIS DI PERUSAHAAN P&G DENGAN PT. KALBE FARMA, TBK.". Tujuan dari tugas khusus adalah untuk mempelajari tentang bisnis intelijen pada perusahaan P&G dan menemukan hal baru yang dapat dikembangkan pada bisnis intelijen di PT. Kalbe Farma, Tbk.

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Pharmacists Professional Practice at Corporate Business Development of PT. Kalbe Farma, Tbk. aims to to understand the roles of pharmacist at Pharmacy Industry especially Corporate Business Development Division. Beside that, there is specific assignment titled "Comparison of Business Intelligence Development between P&G and PT. Kalbe Farma, Tbk.". While the purpose of the specific assignment to learn the process of P&G in developing its business intelligence and to seek the new knowledge which can be used by PT. Kalbe Farma in developing the business intelligence.