



COURSE DATA

Data Subject

Code	33955
Name	Economics and Business
Cycle	Grade
ECTS Credits	4.5
Academic year	2019 - 2020

Study (s)

Degree	Center	Acad. year	Period
1205 - Grado de Nutrición Humana y Dietética	Faculty of Pharmacy	3	Second term
1211 - PDG Farmacia-Nutrición Humana y Dietética	Faculty of Pharmacy	6	First term

Subject-matter

Degree	Subject-matter	Character
1205 - Grado de Nutrición Humana y Dietética	18 - Economics and business	Obligatory
1211 - PDG Farmacia-Nutrición Humana y Dietética	1 - Asignaturas obligatorias del PDG Farmacia-Nutrición Humana y Dietética	Obligatory

Coordination

Name	Department
MENDEZ MARTINEZ, MANUEL	105 - Business Administration 'Juan José Renau Piqueras'

SUMMARY

The fundamental aim of the subject is that the students purchase a suitable knowledge of the agrifood business reality. Know the fundamentals of the organization and address of companies, the business strategy, as well as the content and copy of the information economics and finance basic. The treats to transmit to the students the reality of the operation of the world of the management of the company and of the definition and implementation of structures and business strategies, stops of this shape do compatible his knowledges and possible contributions, under a point of view of expert in Human and Dietary Nutrition, with the needs and demands of the company. The contents of the matter have distributed in the following thematic blocks:



Organization:

- Concepts and classification of companies and employers.
- Managerial skills and Innovation.
- The business functions. Juridical shapes.
- Business surroundings
- The business Strategy. The growth.

Company and Accountancy:

- Basic countable Concepts.
- Countable statements: Balance sheet and Profit and loss statements.
- Business Finance
- The business investment.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

OUTCOMES

1205 - Grado de Nutrición Humana y Dietética

- Practise the profession with respect for other health professionals and acquire skills to work in teams.
- Communicate effectively, both orally and in writing, with people, with health or industry professionals and with the media, knowing how to use information and communication technologies, especially those related to nutrition and lifestyles.
- Recognise the need to maintain and update professional competence, with particular emphasis on independent and lifelong learning of new facts, products and techniques in the field of nutrition and food, and on motivation for quality.
- Assist in the development, labelling, communication and marketing of foodstuffs according to social needs, scientific knowledge and legislation in force.
- Participate in the management, organisation and provision of food services.
- Be familiar with aspects related to the economics and management of food companies.
- Participate in business teams of social marketing, advertising and health claims.



LEARNING OUTCOMES

The result of learning has a double spilling.

Of a band, the learning and command of the basic knowledges for the exercise the managerial function in the company, with special upsetting in those companies of the agrifood sector. At the same time, over the course of the module the student knows instruments and tools TIC with which power obtain a deeper knowledge of the agrifood business reality and his interpretation since the strategic point of view and business intelligence.

For another, the module pursues the development of several social and technical skills, between which it is necessary to highlight:

- Critical and reflexive skills by means of the reading, preparation and discussion of the different cases and exercises proposed; as well as through the study of real situations of companies.
- Capacity of analysis, capacity of synthesis and creativity.
- Resolution of problems and decision-making in general.
- Skills for the search and copy of information.
- Skills of communication, with special emphasis in the presentation of works and reports.
- Social and interpersonal skills necessary for the development for the development of the work in team, the leadership and the motivation of the human resources.

DESCRIPTION OF CONTENTS

1. ENTERPRISE AND ENTREPRENEURS

1. Introduction to the management.
2. Company: concept and classification
3. Type of Employers
4. The functional subsystems

2. Business and legal environment

1. Business environment.
2. Types of companies.
3. Legal, accounting and tax framework.

3. STRATEGIC MANAGEMENT

1. Introduction
2. Analysis of the STRATEGIC Environment: company boundaries.
3. Business strategies
4. The Growth of the company.
5. The business cooperation.

4. Financial Statements



1. Basic concepts.
2. Annual accounts: Balance sheet.
3. Annual accounts: Profit and Loss statement.
4. Annual Report.

5. Analysis of financial statements

1. General questions.
 - a. Objective and typology.
 - b. Steps that has to follow for the Analysis of the Financial States.
 - c. Technical of analysis: Percentages and ratios.
2. Diagnostic of the situation financial statements of the company.
 - a. Basic points of the analysis financial statements.
 - b. Study of the composition and evolution of the split of the Balance and of the Account of Results.

6. ANALYSIS OF INVESTMENTS

1. Business financing.
2. Investment: definition and classes.
3. Investment project.
4. Net present value of an inversion.
5. Internal rate of return of an inversion.
6. Evaluation and selection of investments.

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	34,00	100
Computer classroom practice	5,00	100
Seminars	2,00	100
Tutorials	2,00	100
Attendance at events and external activities	2,50	0
Development of group work	10,00	0
Study and independent work	25,00	0
Preparing lectures	20,00	0
Preparation of practical classes and problem	5,00	0
Resolution of case studies	5,00	0
TOTAL	110,50	

TEACHING METHODOLOGY

The development of the subject will structure of the following way:



Theoretical classes the teacher provides to the student a global vision of the subject, in addition to the necessary information to comprise the contents of the matter. In these classes stimulates to the own student because it realise the search of information or complementary, orienting him in the use of the necessary bibliographic sources. For the follow-up of the class recommends to the student that use the virtual classroom.

Tutorial Sessions skilled in group. They organised in groups reduced of students with the purpose to orient to the students and determine the operation of the course. It will be the way by the students pose the doubts or questions that go them arising along the development of the subjects.

Sessions of practical of computer. It will organise a session with the object to employ computer tools that allow to use the knowledges acquired in the theoretical classes. Attendance is compulsory

Computer practice sessions. One or more sessions in order to use computer tools to deepen the knowledge acquired in the lectures will be organized. Attendance is compulsory.

Seminars / jobs. Group work on an issue raised by the teacher in order to expose the rest of the class and generate further discussion took place. It will be given in writing prior to the exhibition a script to peers. The group is supervised personally by the teacher on a regular basis and guides them in the search for bibliographic sources and critical analysis of the data found in these sources. The teacher advised about the general approach of the work, so to build capacity for work, synthesis and research student.

EVALUATION

For the evaluation of the theoretical and practical content, an examination will be conducted to evaluate the theoretical and practical content of the course content. The obtained note will mean **80%** of the overall grade for the course.

Attending tutoring sessions and session information practices and coordinated seminars will be valued as **10%** of the overall grade for the course. An **unexcused absence** will mean the loss of **50%** of the mark that corresponds to the sessions mentioned. **Failure to attend more than one session of tutoring, computer practices and seminars.** It implies a **Hold rating** with a maximum score of **4.5**. The preparation and presentation of seminars represent **10%** of the final grade. In this course both the content, structure and expression of written work and the capacity of synthesis and clarity in oral presentation will be evaluated.

Those students who fail the course in the first call, they keep the amount of tutoring, computer practices and seminars to mark the first call.

Call advanced exam: To request advancement of call for review of this subject, the students must have all the mandatory of the course carried out (seminars, tutorials and Computing Practices).



REFERENCES

Basic

- Alonso, S. (2008): Economía de la Empresa Agroalimentaria (3ª Ed.) Mundiprensa.
- Iborra, M., Dasí, A., Dolz, C. y Ferrer, C. (2007): Fundamentos de Dirección de Empresas. Ed.Thomson.
- Navas, J.E. y Guerras, L.A. (2008): La Dirección Estratégica de la Empresa. Teoría y Aplicaciones. Ed. Thomson. Civitas. (4ª Ed.)
- Amat, O. (2008): Contabilidad y Finanzas para no financieros, (2ª edición). Ed.Deusto.

Additional

- Ballesteros, E. (2000): Economía de la Empresa Agraria y Alimentaria. MundiPrensa
- WWW.marm.es
- WWW.fiab.es
- www.mercasa.es

ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

1. Contenidos

Se mantienen 5 temas de un total de 7. Los temas 6 y 7 no van para examen test ni para la elaboración del trabajo CANVAS.

2. Volumen de trabajo y planificación temporal de la docencia

La guía docente preveía la siguiente docencia presencial: 34 horas de clases de teoría, 5 de prácticas de Informática, 2 de Tutorías regladas y 2 de Seminarios.

Se reducen 10 horas de clase de Teoría a Docencia Locutada de las presentaciones en pdf, disponibles en aula virtual. Las locuciones serán accesibles mediante la plataforma Blackboard Collaborate.

Las 5 horas de prácticas de Informática y las 2 de Tutorías presenciales, ante la imposibilidad práctica de impartirse presencialmente, se unifican en horas necesarias para elaborar un Trabajo de Creación de Empresas en Grupos Reducidos. Podrá realizarse individualmente en casos particulares. Asimismo, se dispone en aula virtual de todos los materiales necesarios para realizar el trabajo de creación de empresas, que pasa a formar parte de Evaluación continua de la asignatura. Se atenderá mediante videoconferencia las tutorías relativas al seguimiento del trabajo.



Respecto a los Seminarios, se mantiene la estructura del trabajo de evaluación y la fecha de entrega. Se establecerá videoconferencia para atender los grupos y orientar los trabajos, así como para la evaluación final. Esta consistirá en la evaluación de la memoria del trabajo y una presentación resumen. Debido al Estado de Alarma y las necesidades derivadas del confinamiento, no es posible el mantenimiento de la planificación temporal docente tanto en días como en horario. Se atenderá en horario de tardes las videoconferencias y tutorías necesarias.

3. Metodología docente

Sustitución de la clase presencial por la locución de las presentaciones en pdf, elaboradas mediante creación de tareas "Videoconferencia" en el aula virtual y ejecución de estas por Blackboard Collaborate.

Subida al aula virtual de los materiales para estas sesiones locutadas (transparencias y apuntes). Se utilizarán los materiales previstos en la guía original para la docencia presencial.

Con respecto a la evaluación continua, se dispone de los materiales necesarios para elaboración del Trabajo de Creación de Negocio. Se locutará parte de los materiales para una mejor comprensión en la elaboración y seguimiento del trabajo en grupo. Se dispone de tutoría virtual para atender las dudas. Asimismo, se habilitará la Videoconferencia por Skype para tutorías específicas sobre el trabajo.

4. Evaluación

Para la evaluación de los contenidos teóricos se realizará un examen tipo test que evaluará todos los temas del programa excepto los dos últimos temas. La nota conseguida supondrá un 60% de la calificación global de la asignatura. Así pues, habrá que realizar EXAMEN ONLINE. Consistirá en un cuestionario con preguntas tipo test con tres alternativas de respuesta. Solo podrá haber una respuesta correcta. En su momento se insertará en portal.uv.es como una tarea a efectuar el día previsto en la guía docente para la prueba.

Con respecto a la evaluación continua, las Tutorías y Prácticas de Informática se valorarán mediante la elaboración de un Trabajo de Creación de Negocio (según modelo CANVAS explicado en clase). Este trabajo supondrá un 30% de la calificación global de la asignatura.

Finalmente, la preparación y presentación de Seminarios representará un 10 % de la nota final. Se evaluará la memoria escrita, el powerpoint resumen y el diario de trabajo individual.

5. Bibliografía

Se dispone de materiales de estudio en el aula virtual suficientes para la preparación de la materia en su apartado teórico y práctico. Se mantiene la bibliografía dispuesta en la guía docente.