



COURSE DATA

Data Subject

Code	33955
Name	Economics and Business
Cycle	Grade
ECTS Credits	4.5
Academic year	2021 - 2022

Study (s)

Degree	Center	Acad. year	Period
1205 - Degree in Human Nutrition and Dietetics	Faculty of Pharmacy and Food Sciences	3	Second term
1211 - Double Degree in Pharmacy and Human Nutrition and Dietetics	Faculty of Pharmacy and Food Sciences	6	First term

Subject-matter

Degree	Subject-matter	Character
1205 - Degree in Human Nutrition and Dietetics	18 - Economics and business	Obligatory
1211 - Double Degree in Pharmacy and Human Nutrition and Dietetics	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

1205 - Degree in Human Nutrition and Dietetics

- 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.

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.

During activities, both theoretical and practical, examples of the applications of the subject content will be given in relation to the Sustainable Development Goals (SODAs), as well as in proposals for topics for coordinated seminars. This is intended to provide students with knowledge, skills and motivation to understand and address these ODS, while promoting reflection and criticism.

EVALUATION

For the evaluation of theoretical and practical content, an examination will be carried out to evaluate the theoretical-practor content of the subject matter. The achieved note will account for 70% of the overall allocation rating. Assistance to tutoring sessions and the session of computer training and coordinated Seminars is compulsory and non-RECOVERABLE. The contents taught in practice and mentoring sessions, a continuous evaluation exercise to create a business model will be done in group. This activity will have a maximum rating of 20% of the overall allocation rating. Throughout the course, groups will have to develop an idea of business in the field of human Nutrition and/or food industry by using a theorico-practic model that will be explained in class. Unjustified non-handling will mean the loss of 50% of the note corresponding to the aforementioned sessions. Unattended as well as one of the tutoring, computer training and seminar sessions. implies a FAIL rating with a maximum note of 4.5. The preparation and presentation of coordinated seminars will represent 10% of the final note. This paragraph will evaluate both the content, structure and expression of written work and the capacity for synthesis and clarity in the oral presentation. Those students who do not exceed the subject in the first call will be kept the corresponding note in the business model and SEMINARS for the second call. To request Advancing of the Advocacy of Exam of this assignment, students must have all the required ACTIVITIES of the



assignment performed (Seminaries, Computer Science and Tutorials).

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. Contents

The contents initially included in the teaching guide are maintained.

2. Volume of work and temporary planning of the teaching The contents initially included in the teaching guide are maintained

3. Teaching methodology

Theoretical teaching: it will be carried out through synchronous sessions (synchronized videoconferences on the BBC, or other technology indicated by the Center) and face-to-face. The distribution of the students will be done by groups, so that 50% will be in the Faculty classroom while the other 50% will connect online, alternating their attendance by weeks. The class will always be held following the schedule (date and time) approved by the Center Board



Tutorials: They will all be face-to-face according to the dates set by the course calendar Coordinated or non-coordinated seminars: They will all be face-to-face according to the dates set by the course calendar

Practical classes: The computer sessions will be 100% online, through synchronized videoconferences on BBC If a state of total confinement were to occur, all face-to-face teaching would be carried out online.

4. Assessment

If the evolution of the current pandemic allows it, it will be face-to-face and in the terms indicated in the teaching guide. Only in case this is not possible, the evaluation will be carried out through the virtual classroom with tasks or online questionnaires with single or multiple choice questions, which can be complemented with short questions and / or on certain occasions through an oral exam through video conferencing. The relative weight of theory, practices and seminars is maintained as indicated in the teaching guide.