

**COURSE DATA****Data Subject**

<b>Code</b>	33955
<b>Name</b>	Economics and Business
<b>Cycle</b>	Grade
<b>ECTS Credits</b>	4.5
<b>Academic year</b>	2023 - 2024

**Study (s)**

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

**Subject-matter**

<b>Degree</b>	<b>Subject-matter</b>	<b>Character</b>
1205 - Degree in Human Nutrition and Dietetics	18 - Economics and business	Obligatory
1211 - D.D. in Pharmacy-Human Nutrition and Dietetics	1 - Asignaturas obligatorias del PDG Farmacia-Nutrición Humana y Dietética	Obligatory

**Coordination**

<b>Name</b>	<b>Department</b>
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 - 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.

## 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. 1. THE COMPANY

- 1.1. Company: concept and classification.
- 1.2. The business address.
- 1.3. The directive function: planning and control, organization and direction.
- 1.4. business functions.
  - 1.4.1. provisioning function.
  - 1.4.2. The production function.
  - 1.4.3. The commercial function.
  - 1.4.4. Quality management.
- 1.5. Introduction to corporate social responsibility: the SDGs and the 2030 agenda.

### 2. 2. BUSINESS AND ENTREPRENEURSHIP

- 2.1. The figure of the entrepreneur. Roles and levels.
- 2.2. Legal forms of company.
- 2.3. Entrepreneurship: the business plan.

**3. 3. THE EVOLUTION OF THE COMPANY**

- 3.1. General environment.
- 3.2. Competitive environment.
- 3.3. Generic business strategies.
- 3.4. Company life cycle. Modalities and Ways.
- 3.5. Business cooperation.

**4. 4. ECONOMIC-FINANCIAL INFORMATION IN THE COMPANY**

- 4.1. Basic concepts. Business heritage.
- 4.2. The annual accounts: Balance. Ratios.
- 4.3. Annual accounts: Income Statement. Ratios.
- 4.4. The memory.

**5. 5. BUSINESS INVESTMENT**

- 5.1. Investment: definition and classes.
- 5.2. Investment project. Components.
- 5.3. Net Present Value of an investment.
- 5.4. Internal Rate of Return of an investment.
- 5.5. 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
<b>TOTAL</b>	<b>110,50</b>	



## TEACHING METHODOLOGY

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

**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 the theoretical and practical contents, an exam will be carried out to evaluate the theoretical-practical contents of the subject's syllabus. The grade obtained will account for **60%** of the overall grade for the subject.

Using the contents taught in the internship and tutorial sessions, an exercise of **CREATION OF A BUSINESS MODEL** will be carried out in a group. This activity will have a maximum value of 30% of the overall grade for the subject. Throughout the course, the groups must develop a business idea in the field of Human Nutrition and/or the food industry through a theoretical-practical model that will be explained in class. The **EXERCISE OF CREATING A BUSINESS MODEL** is a **MANDATORY** activity and failure to do so implies a **FAIL** grade with a maximum grade of 4.5.

The preparation and presentation of coordinated **SEMINARS** will represent 10% of the final grade. In this section, both the content, structure and expression of the written work will be evaluated, as well as the capacity for synthesis and clarity in the oral presentation.





Evidence of copying or plagiarism in any of the assessable tasks will result in failure to pass the subject and in appropriate disciplinary action being taken. Please note that, in accordance with article 13. d) of the Statute of the University Student (RD 1791/2010, of 30 December), it is the duty of students to refrain from using or participating in dishonest means in assessment tests, assignments or university official documents.

In the event of fraudulent practices, the “Action Protocol for fraudulent practices at the University of Valencia” will be applied (ACGUV 123/2020):

<https://www.uv.es/sgeneral/Protocols/C83sp.pdf>

Continuous assessment activities (internships, tutorials and seminars) are **MANDATORY ATTENDANCE** and, therefore, **NON-RECOVERABLE**, in accordance with the provisions of article 6.5 of the UV Assessment and Qualification Regulations for Bachelor's and Master's degrees .” In the event that, for justified reasons, you cannot attend any of these activities, you must notify us sufficiently in advance. In this way, the person in charge of the subject will be able to assign the student a session in another group.

An unjustified absence will mean the loss of 50% of the grade that corresponds to the aforementioned sessions. Failure to attend more than one of the tutorial sessions, computer practices and seminars. implies a grade of **SUSPENSE** with a maximum grade of 4.5.

For those students who do not pass the subject in the first call of this academic year, the note corresponding to **CREATION OF A BUSINESS MODEL AND SEMINARS** will be kept for the second call.

Those students who do not pass the first call because they do not carry out the compulsory activities ("BUSINESS MODEL" work; attendance at computer practices, classroom tutorials and coordinated seminars) may choose to take an exam in the second call with a maximum possible mark of 60% of the subject, since the remaining 40% is not recoverable.

In the case of **REPEATERS**, they may **NOT** attend the seminar, tutorials and practices of this subject if they attended and were evaluated the previous course. In case of third or successive registration, they will not be able to keep them.

**EARLY CALL:** To request an Advance Call for the exam for this subject, the student must have **COMPLETED ALL THE MANDATORY ACTIVITIES OF THE SUBJECT** (Seminars, Computer Practices 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

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