

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

Code	36381
Name	Applied Economics
Cycle	Grade
ECTS Credits	4.5
Academic year	2020 - 2021

Study (s)

Degree	Center	Acad. year	Period
1212 - Degree in Gastronomic Sciences	Faculty of Pharmacy and Food Sciences	2	Second term

Subject-matter

Degree	Subject-matter	Character
1212 - Degree in Gastronomic Sciences	21 - Applied Economics	Obligatory

Coordination

Name	Department
NACHER ESCRICHE, JOSE MARIA	110 - Applied Economics

SUMMARY

Introduction to Economics with a synthesis of the operating keys in Western countries, a sectoral analysis of the real economy involved in the gastronomic event, and learning in making economically sound decisions, with a brief introduction to the case of Spain and the Valencian Community

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

1212 - Degree in Gastronomic Sciences

- Students must have acquired knowledge and understanding in a specific field of study, on the basis of general secondary education and at a level that includes mainly knowledge drawn from advanced textbooks, but also some cutting-edge knowledge in their field of study.
- Students must have developed the learning skills needed to undertake further study with a high degree of autonomy.
- Have knowledge and understanding in the field of gastronomic sciences.
- Plan, order and channel activities in such a way that unforeseen events are avoided as much as possible, possible problems are foreseen and minimised, and solutions are anticipated.
- Be able to work in a team and to organise and plan activities, always taking account of gender perspective.
- Be able to construct an understandable and organised written text.
- Be able to distribute time appropriately for carrying out individual or group tasks.
- Be able to apply this knowledge to the professional world, contributing to the development of human rights, democratic principles, the principles of equality between women and men, solidarity, environmental protection and the promotion of a culture of peace from a gender perspective.
- Be able to take the approaches required to reduce a problem to a manageable level.
- Critically analyse and forecast the international economic situation and trends in the relevant markets and countries as scenarios for professional and business decisions in gastronomic activities.

LEARNING OUTCOMES

To Understand how Western Economy works

To Understand Private and Public Economic Agents in the gastronomic value change

To Make Rational Economic Decisions in Gastronomy

DESCRIPTION OF CONTENTS

1. KEYS TO THE occidental economics

1. Polis, State and Markets
2. Microeconomics. Private Sector and business network
3. Macroeconomics. Cycles and Internationalization

**2. ECONOMIC RATIONALITY AND MARKET INTELLIGENCE**

1. Economic Rationality and Agents
2. Economy and Territory
3. Competitiveness and Competences in a Global Economy

3. ECONOMY OF THE GASTRONOMIC FACT

1. Value Chain and Economic Agents in Gastronomy
2. Sector Analysis in Gastronomy. Primary sector
3. Sector Analysis in Gastronomy. Agro-food Industry, Logistics and Distribution
4. Sectorial Analysis in Gastronomy. Hostel and Tourism.

4. ECONOMY OF THE GASTRONOMIC EVENT IN SPAIN AND THE VALENCIAN COMMUNITY

1. Economics of the gastronomic event in Spain and the Valencian Community
2. Primary Sector in Spain and the Valencian Community
3. Agro-food Industry, Logistics and Distribution in Spain and the Valencian Community
4. Hospitality and Tourism in Spain and the Valencian Community

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	45,00	100
Attendance at events and external activities	5,00	0
Development of group work	10,00	0
Study and independent work	20,00	0
Preparation of evaluation activities	15,00	0
Preparing lectures	15,00	0
Resolution of case studies	2,50	0
TOTAL	112,50	

TEACHING METHODOLOGY

The development of the subject will be structured as follows:

Theoretical classes. The teacher provides the student with a global view of the subject, in addition to the information necessary to understand the contents of the subject. For the follow-up of the class, the student is recommended to previously review the material that the teacher leaves in the virtual classroom.



There is a continuous evaluation activities plan oriented to the design of group projects related to the facts to be analyzed and the decision making to be practiced, stimulating the student to carry out the search of accessory or complementary information, guiding him in the use of the sources necessary bibliographies.

At the same time, a program of Classroom Internships, Group Work and Visits to Companies is generated, whose contents may also be oriented by the application of Theory to Design and project management, being decided in a participatory manner by professors and students as the case may be

EVALUATION

For the evaluation of the theoretical part, the note of two complementary sections will be computed. Together, they will account for 75% of the overall score:

- 1) Conducting an exam to evaluate the theoretical contents of the subject syllabus. The obtained mark will suppose a 50% of the qualification of the theoretical part of the subject.
- 2) Continuous assessment in the Theory classroom, through exercises or other activities that the teacher deems appropriate. The obtained mark will suppose a 50% of the qualification of the theoretical part of the subject.

For the evaluation of the practical part:

The practices will have a valuation of 25%. of the global qualification of the subject

Those students who do not pass the subject in the first call, will keep the note corresponding to practices for the second call.

REFERENCES

Basic

- Referència b1: Gallego, J.R i J. Nácher (coords.) (2001) Elementos Básicos de Economía. Un Enfoque Institucional. Tirant lo Blanch, València.
- Referència b2: Nácher, J. (2016): Sociedad, Política y Economía Occidental. Fundamentos y Actualidad. Materials del curs a laula virtual.
- Referència b3: Nácher, J. (2016): Economía de la Gastronomía en España y la Comunitat Valenciana. Claves principales Materials del curs a laula virtual.
- Referència b4: IVIE (2016) Informe FIAB de la Industria de la Alimentación y las Bebidas 2015.



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 teaching

The weight of the different activities that constitute the dedication in ECTS credits included in the original teaching guide is maintained.

3. Teaching methodology

If the usual presence is not feasible, it will be carried out through the following activities:

Upload teaching materials to the virtual classroom

Proposal of activities using the virtual classroom

BBC synchronous videoconference

Problems / exercises solved

Project development

Tutorials by means of videoconferences

If a state of total confinement were to occur, all face-to-face teaching would go online.

4. Evaluation

If the usual presence is not feasible, the evaluation will be carried out by:

-Adding continuous assessment activities

-Assessment tests through academic works

-Oral exams by means of videoconference

-Objective tests (multiple choice) in virtual classroom

5. Bibliography

The recommended bibliography is kept as it is accessible