

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

<b>Code</b>	36386
<b>Name</b>	Sectoral economy
<b>Cycle</b>	Grade
<b>ECTS Credits</b>	6.0
<b>Academic year</b>	2019 - 2020

**Study (s)**

<b>Degree</b>	<b>Center</b>	<b>Acad. year</b>	<b>Period</b>
1212 - Degree in Gastronomic Sciences	Faculty of Pharmacy and Food Sciences	3	Second term

**Subject-matter**

<b>Degree</b>	<b>Subject-matter</b>	<b>Character</b>
1212 - Degree in Gastronomic Sciences	26 - Economía Sectorial	Obligatory

**Coordination**

<b>Name</b>	<b>Department</b>
PANIAGUA SORIANO, JORDI	132 - Economic Structure

**SUMMARY**

Sectorial economy is a mandatory semester subject that is taught in the third year of the Degree in Gastronomy. The objective of the subject is to inform the studied the operation of all the productive sectors involved in the chain of value of the gastronomic activity. The course begins with an introduction to the basic economic concepts related to the market economy and the phenomenon of globalization in its different aspects. Units 5 and 6 analyze The structure of costs and prices, as well as price discrimination in the gastronomic industry. Units 7 and 8 are devoted to the study of storage and the location and size of the business.

**PREVIOUS KNOWLEDGE**



### **Relationship to other subjects of the same degree**

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

### **Other requirements**

There are not enrollment restrictions related with other subjects of this degree

## **OUTCOMES**

### **1212 - Degree in Gastronomic Sciences**

- Students must be able to apply their knowledge to their work or vocation in a professional manner and have acquired the competences required for the preparation and defence of arguments and for problem solving 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.
- Be able to work in a team and to organise and plan activities, always taking account of gender perspective.
- Know, critically analyse and forecast the socio-economic situation and trends in all the gastronomic private productive sectors as scenarios for professional and business development.

## **LEARNING OUTCOMES**

To know the effects of trade and globalization in the gastronomic sector.

Understand the real and current functioning of all the productive sectors involved in the chain of value and the decisions involving costs and prices.

Analyze and know how to make decisions about storage, location and size.

## **DESCRIPTION OF CONTENTS**

### **1. Economics: concepts and fundamental problems**

- The study of Economics.
- Fundamental principles in Economics and the three basic decisions.
- The economic models.
- The markets: supply and demand
- Elasticities
- The possibilities of production, specialization and trade.
- The principle of comparative advantage.
- Some thoughts on international trade.



## **2. The uniqueness of the gastronomic market**

- Natural conditions
- Market conditions
- Structure
- Adaptability
- Size, scope and value of the industry
- Price arbitrage

## **3. Globalization and gastronomy**

- What is globalization?
- Phases and foundations of globalization
- Globalization of the industry and gastronomic markets
- A model of international trade

## **4. Gastronomic sector and development**

- Food crisis
- Emerging countries

## **5. Costs and prices in the gastronomic industry**

Fixed costs and variable costs  
Function costs  
Cost optimization  
Supply chain management  
Prices and benefits: supply and demand  
Business decisions

## **6. Discrimination of prices**

Discrimination of prices  
Types of discrimination  
Elasticities  
Discrimination of prices on similar products

## **7. Theory of storage**

Components of the storage costs  
A model of storage  
On-site storage  
Storage monopolies



## 8. Location and size

Optimal size

Optimum number and location

Value of surfaces

Border problems

Example: Decisions in agriculture

Rents and location

## WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	60,00	100
Development of group work	30,00	0
Development of individual work	15,00	0
Study and independent work	30,00	0
Preparation of practical classes and problem	15,00	0
<b>TOTAL</b>	<b>150,00</b>	

## TEACHING METHODOLOGY

The teaching methodology will be based on a combination of on- and off- campus activities. The theoretical class will be devoted to the presentation by the teaching staff of the most important concepts and contents of each subject in order that the students acquire the knowledge related to the subject, promoting participation.

The practical part of the subject is structured around three main instruments: active participation in the classroom (virtual and face-to-face), tests of continuous evaluation and group work with class exposition.

## EVALUATION

Evaluation	Type	%
Research essay	Group	15%
Mid terms	Individual	15%
Participation	Individual	5%



Final exam Individual 50%

The final exam will consist of a written test with multiple choice questions, questions to be developed and analytical problems. To pass the subject it is necessary to pass the final written test.

## REFERENCES

### Basic

- MANKIW, G. (2018) Principles of Economics, Cengage Learning: Boston
- Dorfman, Jeffrey (2014) Economics and Management of the Food Industry, Routledge: New York
- Hansen, Henning (2013) Food Economics, Routledge: London

### Additional

- The CORE Team, The Economy. <http://www.core-econ.org>
- Krugman, P. R., Obstfeld, M., & Melitz, M. J. (2018). International economics: Theory & policy. Boston, MA: Pearson Addison-Wesley.
- Baldwin, R. (2016): The Great Convergence: Information Technology and the New Globalization, The Belknap Press, Harvard University Press, Cambridge, Massachusetts; London, England.
- García Delgado, J. L. y R. Myro (Directores) (2017): Lecciones de Economía Española. Capítulos 1 y 2.

## 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 los contenidos inicialmente programados.

### 2. Volumen de trabajo y planificación temporal de la docencia



Se mantiene el volumen de trabajo y planificación temporal de la docencia

### **3. Metodología docente**

Video-clases Blackboard collaborate en el aula virtual

Tutorías por Skype

### **4. Evaluación**

La nota final se calculará según estos tres criterios de evaluación:

1. Evaluación continua 100%: La calificación final será la media de la evaluación continua (PECs y prácticas). Solo podrán optar a este método de evaluación quien haya entregado todas las prácticas y realizado todas las Pruebas de evaluación continua (PECs).
2. Evaluación continua 50%, Examen on-line 50%.
3. Examen on-line 100%. Solo podrán optar a este método de evaluación los alumnos que por cuestiones debidamente justificadas no hayan podido realizar las PECs (laborales o de confinamiento.)

### **5. Bibliografía**

La bibliografía recomendada se mantiene pues es accesible