



Universitat de Lleida

DEGREE CURRICULUM
**RURAL ECONOMICS AND FARM
BUSINESS MANAGEMENT**

Coordination: VILADRICH GRAU, MONTSERRAT

Academic year 2022-23

Subject's general information

Subject name	RURAL ECONOMICS AND FARM BUSINESS MANAGEMENT			
Code	100308			
Semester	1st Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Character	Modality
	Double bachelor's degree: Bachelor's Degree in Veterinary Medicine and Bachelor's Degree in Science and Production	2	COMMON/CORE	Attendance-based
	Double bachelor's degree: Bachelor's Degree in Veterinary Medicine and Bachelor's Degree in Science and Production	2	COMPULSORY	Attendance-based
Course number of credits (ECTS)	6			
Type of activity, credits, and groups	Activity type	PRALAB	PRAULA	TEORIA
	Number of credits	0.8	1	4.2
	Number of groups	2	2	1
Coordination	VILADRICH GRAU, MONTSERRAT			
Department	BUSINESS ADMINISTRATION			
Teaching load distribution between lectures and independent student work	Number of classroom hours: 60 Number of student autonomous work: 90			
Important information on data processing	Consult this link for more information.			
Language	Catalan: 100%			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
VILADRICH GRAU, MONTSERRAT	montse.viladrich@udl.cat	7,8	

Learning objectives

Objectives of knowledge: Students who pass the course must:

1. Know and comprehend the basic economic concepts that enable to understand the functioning of the economy.
2. Know and comprehend the basic tools of business management.
3. Know and comprehend the economic structure of livestock production farms.

Goals capacity: Students who pass the course should be able to:

1. Evaluate the performance, efficiency and competitiveness of farming and agribusiness companies

Competences

Veterinary Degree

Basic Competences

- CB1 Possess and understand knowledge in an area of study that begins at the base of general secondary education, and is usually found at a level that, although supported by advanced textbooks, also includes some aspects that involve knowledge from the forefront of your field of study
- CB2 Apply their knowledge to their job or vocation in a professional way and possess the competences that are usually demonstrated by preparing and defending arguments and solving problems within their area of study.
- CB3 Ability to collect and interpret relevant data (usually within their study area) to make judgments that include reflection on relevant issues of a social, scientific or ethical nature
- CB4 Being able to transmit information, ideas, problems and solutions to a specialized and non-specialized audience)
- CB5 Know how to develop those learning skills necessary to undertake further studies with a high degree of autonomy

Transversal Competences

- CT1 Acquire adequate oral and written comprehension and expression of Catalan and Spanish
- CT2 Acquire a significant command of a foreign language, especially English
- CT3 Acquire training in the use of new technologies and information and communication technologies
- CT4 Acquire basic knowledge of entrepreneurship and professional environments
- CT5 Acquire essential notions of scientific thought

General Competences

CE3 The control of the breeding, handling, welfare, reproduction, protection, and feeding of the animals, as well as the improvement of their productions.

Specific Competences

- CE13 Identify and apply the principles and bases of Marketing and business management of general and veterinary scope
- CE46 Assess and interpret the productive and health parameters of an animal group, considering the economic and welfare aspects
- CE47 Manage correct protocols and technologies aimed at modifying and optimizing the different animal production systems

Degree in CPA

Basic Competences

- CB1: Possess and understand knowledge in a study area that starts from the general secondary education level, and is usually found at a level that, although supported by advanced textbooks, also includes some aspects that involve knowledge from at the forefront of your field of study
- CB2: Apply their knowledge to their job or vocation in a professional way and possess the competencies that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study.
- CB3: Ability to collect and interpret relevant data (usually within their study area) to make judgments that include reflection on relevant issues of a social, scientific or ethical nature.
- CB4: Being able to transmit information, ideas, problems and solutions to a specialized and non-specialized audience)
- CB5: Know how to develop those learning skills necessary to undertake further studies with a high degree of autonomy
- CB6: Recognize the biological, chemical, physical, mathematical and economic foundations necessary for the development of professional activity.

General Competences

- CG1 Identify animals and animal products, as well as their importance in society and in the food chain.
- CG2 Use the knowledge of basic sciences (biology, physics, biochemistry, physiology, mathematics, statistics, economics, ...) to understand animal processes and their involvement in the agro-livestock system.
- CG3 Analyze the strategies of animal production as a whole (facilities, behavior, welfare, nutrition, improvement, production, reproduction, environment, economy, marketing and product quality) with the aim of optimizing production.
- CG4 Manage animal production systems with the aim of increasing efficiency (technical, economic, environmental, ...) and the sustainability of the food chain over time.

Transversal Competences

- CT1 Acquire adequate oral and written comprehension and expression of Catalan and Spanish
- CT2 Acquire a significant command of a foreign language, especially English
- CT3 Acquire training in the use of new technologies and information and communication technologies
- CT4 Acquire basic knowledge of entrepreneurship and professional environments

CT5 Acquire essential notions of scientific thought

- CT6 Analyze concrete situations, define problems, make decisions and implement action plans in search of solutions.
- CT7 Apply acquired knowledge to real situations, appropriately managing available resources.
- CT8 Interpret studies, reports, data and analyze them numerically.
- CT9 Select and manage the available written and computerized information sources related to the professional activity.
- CT11 Manage individual and team work
- CT12 Acquire comprehensive training.
- CT14 Know and apply the scientific method in professional practice

Specific Competences

- CE1 Identify the biological, chemical, physical, mathematical and economic foundations necessary for the development of professional activity. Identify the characteristics and processes of biomolecules essential for life. Be able to use basic laboratory analytical techniques to determine chemical and biochemical parameters
- CE5 Use the tools that facilitate business management and interpret the structure of the productive sector and the market. Evaluate economically and financially the operation of livestock companies

Subject contents

Program

1. Demand and Elasticity

1.1. What is the economy? The source of economic problems. Scarce resources and unlimited needs: the need to choose.

1.2. The choice and opportunity cost.

1.3. The choice. The individual demand for goods.

1.4. From individual demand to market demand.

1.5 Demand for meat products. Demand for dairy products

1.6. Elasticity and demand.

1.6.1. Price elasticity.

1.6.1.1. Price elasticity and income.

1.6.1.2. The price elasticity of food products.

1.6.2. Income elasticity.

1.6.2.1. The income elasticity of food products

Basic bibliography:

Krugman and Wells (chs. 1,2, 5, 10, and 11), Sloman (chs. 2 and 3). Complementary bibliography: Lipsey and

Chrystal (chap. 1, 7 and 8), Mankiw (chap. 1 and 2), Pindyck and Rubinfeld (chap. 1, 2, 3 and 4), Samuelson and Nordhaus (chap. 1, 2, 15), Stiglitz (chap. 1, 2, and 8).

2. Production, technology and costs.

2.1. The production function.

2.2. Short-term technology: medium product and marginal product.

2.2.1. The law of decreasing returns.

2.3. Long-term technology: returns to scale.

2.4. The revenue function

2.5. The costs

2.5.1. Short-term costs: fixed costs, variable costs, medium costs and marginal costs.

2.5.2. Long-term costs.

2.6. Maximizing profits for the company.

2.7 Costs in livestock production.

Basic bibliography:

García Martínez et al. (chs. 4 and 5), Krugman and Wells (chs. 8), Sloman (ch. 5).

Complementary bibliography:

Lipsey and Chrystal (chs. 10 and 11), Mankiw (chs. 13), Pindyck and Rubinfeld (chs. 6, 7 and 8), Samuelson and Nordhaus (chs. 6 and 7), Stiglitz (chs. 12).

3. The supply

3.1. Types of markets and company behavior

3.2. The perfect competition.

3.3. Maximizing profit and determining the supply of a company in perfect competition.

3.4. The market supply curve.

3.5. Elasticity and supply curve.

Basic bibliography

Krugman i Wells (cap. 3 i 4; també cap. 11, 14, 15 i 16), Sloman (cap. 2, 3 i 6).

Complementary bibliography: Ahijado (cap 3, 4, 6, 7 i 8), Carlton i Perloff cap (1-8), Lipsey i Chrystal (cap. 4, 5, 6, 13 i 14), Mankiw (cap. 4, 5, 6, 15, 16, 17 i 18), Penson, Capps i Parr Rosson (cap.11), Pindyck i Rubinfeld (cap. 4, 10, 11, 12, 13 i 14), Samuelson i Nordhaus (cap. 3, 4, 9, 10, 11, 12 i 13), Stiglitz (cap.4, 5, 15 i 16).

4. Market equilibrium.

4.1. Market equilibrium. The meaning of supply and demand.

4.2. The market demand function: movements along the function and the displacements of the function.

4.3. The market supply function: movements along the function and the displacements of the function.

4.4. The demand for food products during food crises.

4.5. Market equilibrium: Price.

4.6. Food markets.

Basic bibliography: Krugman and Wells (chs. 3 and 4; also chs. 11, 14, 15 and 16), Sloman (chs. 2, 3 and 6).

Complementary bibliography Ahijado (chap. 3, 4, 6, 7 and 8), Carlton and Perloff chap. (1-8), Lipsey and Chrystal (chap. 4, 5, 6, 13 and 14), Mankiw (chap. 4, 5, 6, 15, 16, 17 and 18), Penson, Capps and Parr Rosson (chap.11), Pindyck and Rubinfeld (chap. 4, 10, 11, 12, 13 and 14), Samuelson and Nordhaus (chap. 3). , 4, 9, 10, 11, 12 and 13), Stiglitz (chap. 4, 5, 15 and 16).

5. Other market structures.

5.1. Market power: The monopoly.

5.2 Why did monopolists exist?

5.3 Monopoly Vs. Competition.

5.4. Market power in agricultural markets. The role of intermediaries.

5.5 The oligopoly. Strategic behavior.

5.6. Game theory and the prisoner's dilemma. In economics and in biology.

Basic bibliography: Krugman and Wells (chs. 3 and 4; also chs. 11, 14, 15 and 16), Sloman (chs. 2, 3 and 6), Dawkins (chs 12 and 13).

Complementary bibliography Ahijado (chap. 3, 4, 6, 7 and 8), Carlton and Perloff chap. (1-8), Lipsey and Chrystal (chap. 4, 5, 6, 13 and 14), Mankiw (chap. 4, 5, 6, 15, 16, 17 and 18), Penson, Capps and Parr Rosson (chap.11), Pindyck and Rubinfeld (chap. 4, 10, 11, 12, 13 and 14), Samuelson and Nordhaus (chap. 3). , 4, 9, 10, 11, 12 and 13), Stiglitz (chap. 4, 5, 15 and 16).

6. Theory of programming

6.1. Approach to programs and search for solutions in linear programming.

6.2. Types of optimals. Types of variables.

6.3. Duality.

Basic bibliography Nahmias (chap. 3, supplement 1), Clop and Juárez (chap. 1).

Complementary bibliography Beneke and Winterboer (chap. 3).

7. Applications of Linear Programming

7.1. Production planning.

7.2. Diet formulation.

7.3. Mixing models.

7.4 Other applications of interest.

Basic bibliography Clop and Juárez (chap. 2).

Complementary bibliography Beneke and Winterboer (chapters 12 and 13).

8.1 The assets of the firm

8.2. The balance: Basic concepts.

8.3 The inventory, concept and structure.

8.4 The income statement

Profit and profitability.

Basic bibliography : González i Ganaza (cap. 8), Pérez (cap. 6),

Complementary bibliography: Amat (2004a, cap. 1 i 2), Amat (2004b, cap. 1, 2, i 3), Ballestero (cap. 17 i 18), Blanco i Ferrando (cap. 1), Jiménez *et al.* (cap. 1 i 2), Pérez (1998, cap 5 i 6).

9. The decision to invest.

9.1. The concept of investing. Type of investment.

9.2. The value of money over time.

9.3. Fundamental investment variables.

9.4. Investment Analysis and Evaluation

9.4.1. The net present value

9.4.2. The return on investment.

9.4.3. Internal rate of return.

9.5. Business decision, risk and uncertainty.

Basic bibliography González and Ganaza (chap. 9), Pérez (chap. 7 and 8).

Complementary bibliography Blanco and Ferrando (chap. 3), De Pablo *et al.* (chap. 2), Jiménez *et al.* (chap. 3), Pérez (1998, chap. 4).

Methodology

The development of the subject is structured in sessions of 2 hours of theory and 2 of practices with approach and problem solving. In the practice sessions, problems will be posed and solved. This subject is prepared to be offered in person and virtually person. But given the situation created by the COVID19 it is expected that this year the teaching will be fundamentally non-contact.

Development plan

	Del Tema 1 al Tema 5	Tema 2	2	1
	PR	Tema 2	2	3
	TE	Tema 3	4	2 i 3
	PR	Tema 3	2	4
	TE	Tema 6	2	5
	TE	Tema 7	2	7
	INF	Tema 7	2	7
	TE	Tema 8	2	10
	INF	Tema 8	2	10

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TEO: teoria;

PRO: Problemes i casos

SEM:

INF: Informàtica;

CAM: Camp;

VIS: Visites;

ACD: Activitat

LAB: Pràctiques de laboratori

Evaluation

Continued evaluation

The qualification of the subject will be formed in 60% by the examinations and in 40% by the practices. The exams will be face-to-face written tests

The recuperation exam date will be as it indicated in the program. The exam will be for the whole subject.

Alternative evaluation

In the event that a student documents (employment contract and summary of working life issued by the Social Security Treasury) that he / she is working full-time during the teaching year and therefore cannot comply with the requirements established by in the continuous assessment, he will be able to opt for the performance of a single test for the validation of skills and knowledge that will be carried out in the weeks indicated for this purpose in the degree assessment calendar. The application for this evaluation modality must be made with documentary proof and, once made, cannot be modified.

According to art. 3.1 of the UdL assessment regulations, the student may not use, in any case, during the performance of the assessment tests, unauthorized means or fraudulent mechanisms. The student who uses any fraudulent means related to the test and / or carries unauthorized electronic devices, will have to leave the examination or the test, and will be subject to the consequences foreseen in these regulations or in any other internal regulations. of the UdL.

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Bibliography

Basic Bibliography

[1] Clop, M.M. i Juárez, F. (2003). *Programació lineal per a l'enginyeria agrària. Casos Pràctics*. Edicions de la Universitat de Lleida, Lleida.

[2] Krugman, P. i Wells, R. (2006) *Introducció a la Economia. Microeconomía* Editorial Reverté, Barcelona.

[3] García Martínez, A.R., Rodríguez, J.J., María, D.E. i Frías, J.J. (2000) *Teoría Económica de la producción ganadera*, Servicio de publicaciones de la Universidad de Córdoba, Córdoba.

[4] González, G. i Canaza G.D. (2006) *Principios y fundamentos de gestión de empresas*. Ediciones Pirámide. Sevilla.

[5] Nahmias, S. (2007) *Análisis de la producción y las operaciones*. Compañía Editorial Continental, Mèxic.

[6] Pérez Gorostegui, E. (2006). *Introducción a la Economía de la Empresa*, Editorial Centro de Estudios Ramón Areces, Madrid.

[7] Sloman, J. (1997). *Introducción a la microeconomía*, 3ª ed. Prentice may, Madrid.

Complementary Bibliography

[1] Ahijado, M. (1999). *Principios de microeconomía para administración i dirección de Empresas*, Editorial Centro de Estudios Ramón Areces, Madrid.

[2] Azqueta, D. (2007). *Introducción a la economía medioambiental*. 2ª edición, McGraw-Hill, Madrid.

[3] Carlton, D.W. i Perloff, J.M. (2005). *Modern Industrial Organization*. 4th edition. Boston.

[4] Dawkins, R (1976) *The Selfish Gene*. Oxford Univeristy Press, Oxford

[5] Lipsey, R.G. i Chrystal, K.A. (1999) *Economía Positiva*, Vicens Universidad, Barcelona.

[6] Mankiw, N.G. (2004) *Principios de Economía*. McGraw-Hill, Madrid

[7] Penson, J. B., Capps, O., i Parr Rosson, C. (1995). *Introduction to Agricultural Economics*, Prentice Hall, New Jersey.

[8] Samuelson P. i W. Nordhaus (2006) *Economía*, McGraw-Hill, Madrid.

[9] Stiglitz, J.E. (1999) *Microeconomía*, Ariel, Barcelona

Books of Exercises

[1] Ávila A. i Mochón, F. (1998). *Economía. Teoría y política: Libro de problemas*, 3ª ed. McGraw-Hill, Madrid.

[2] Clop, M.M. i Juárez, F. (2003). *Programació lineal per a l'enginyeria agrària. Casos Pràctics*. Edicions de la Universitat de Lleida, Lleida.

[3] Delgado, M., Hernández, A. i Amador, L. (2003). *Ejercicios de microeconomía: cuestiones y problemas*. Desclee de Brouwer, Bilbao.

[4] Mokotoff, E. (2004). *Programación Lineal. Resolución de problemas en hoja de cálculo*. Septem Ediciones. Oviedo.

[5] Tugores, J., Ayerre, J., Carrasco, C., Fluvia, M. (1995) *Introducción a la economía: Problemas y cuestiones*, Vicens Vives, Barcelona.