



Universitat de Lleida

DEGREE CURRICULUM
**ECONOMY AND FOOD
INDUSTRY**

Coordination: CLOP GALLART, MARIA MERCÈ

Academic year 2021-22

Subject's general information

Subject name	ECONOMY AND FOOD INDUSTRY			
Code	100613			
Semester	1st Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Character	Modality
	Bachelor's Degree in Human Nutrition and Dietetics	3	COMPULSORY	Attendance-based
	Double bachelor's degree: Degree Physiotherapy and Degree in Human Nutrition and Dietetics	3	COMPULSORY	Attendance-based
Course number of credits (ECTS)	6			
Type of activity, credits, and groups	Activity type	PRAULA		TEORIA
	Number of credits	3		3
	Number of groups	3		2
Coordination	CLOP GALLART, MARIA MERCÈ			
Department	BUSINESS ADMINISTRATION			
Important information on data processing	Consult this link for more information.			
Language	Catalan			
Distribution of credits	6 classroom ECTSs + 9 non-classroom ECTSs			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
CLOP GALLART, MARIA MERCÈ	mariamerce.clop@udl.cat	6	
GRAU LLUCIÀ, ROSER	roser.grau@udl.cat	6	
JUÁREZ RUBIO, MARÍA ISABEL	mariaisabel.juarez@udl.cat	3	

Learning objectives

The Economics and Food Business course aims to familiarize students in the third year of the Degree in Human Nutrition and Dietetics with the economic and business concepts that are appropriate for their competencies.

The subject should help students:

- Become familiar with the essential administrative concepts
- Know the balance sheet and the results account
- Know how to evaluate investments
- Know the curves of supply and demand and know how the markets work
- Know the functions of production and costs
- Modelize mathematically a productive system
- Become familiar with the legal framework associated with their professional field

Competences

Competencies

Specific Competencies

CE20. Knowing the aspects related to the economy and management of food companies.

CE23. Participate in the business teams of social marketing, advertising and healthy recommendations.

General Competencies

CG3. Recognize one's own limitations and the need to maintain and update one's professional competence, giving special importance to learning, in an autonomous and continuous way, new knowledge, products and techniques in nutrition and food, as well as motivation for quality.

CG4. Communicate effectively, both orally and in writing, with people, health professionals or industry and the media, knowing how to use information and communication technologies, especially those related to nutrition and lifestyle habits.

Basic Competencies

CB4. The students have to be able to transmit information, ideas, problems and solutions to both specialized and non-specialized audiences.

Transversal Competencies of the UdL

CT3. Mastering ICT

CT4. Acquire basic knowledge of entrepreneurship and professional environments.

Subject contents

Topic 1. GENERAL CONCEPTS OF THE FOOD COMPANY

1. Business economics. 2. Business concept. Company and businessman. 3. Types of companies. 4. Design of a business plan.

Alonso and Serrano (2008) Chapter 1. Ballesterro (1992) Chapter 2.

INTRODUCTION TO THE ADMINISTRATION

Topic 2. ADMINISTRATION: SCIENCE, THEORY AND PRACTICE

1. Definition of Administration: nature and purpose. 2. Evolution of administrative thought and patterns of administrative analysis. 3. Systemic approach to the administrative process. 4. Functions of the administrators.

Koontz, Wehrich and Cannice (2008) Chapter 1.

Topic 3. PLANNING

1. Types of plans. 2. Process of strategic planning. 3. Hierarchy of business strategies. 4. Competitive generic strategies according to M. Porter.

Koontz, Wehrich and Cannice (2008) chapters 4, 5 and 6.

Topic 4. DIRECTION

1. Human factors and motivation. 2. Leadership. 3. Committees, teams and group decision making.

Koontz, Wehrich and Cannice (2008) chapters 14, 15 and 16.

INTRODUCTION TO FINANCIAL DECISIONS

Topic 5. THE BALANCE AND THE ACCOUNT OF RESULTS

1. The patrimony. 2. The balance sheet. 3. The results account. 4. Cash flow.

Juliá Igual i Server Izquierdo (1996) Chapter 3. Omeñaca García (2008) Chapter 3.

Topic 6. FINANCIAL ANALYSIS OF BALANCE SHEETS

1. Accounting Ratios. 2. Profitability. Analysis of the structure of the turnover. 3. Analysis of the patrimonial structure.

Alonso and Serrano (2008) chapter 3.

Topic 7. THE FINANCIAL ASSESSMENT OF INVESTMENT PROJECTS

1. Parameters that define an investment 2. The influence of time on the value of money. 3. Investment assessment criteria. 4. Sensitivity analysis.

Romero (1990). Alonso and Serrano (2008) chapter 7.

THE OFFER AND THE DEMAND: HOW THE MARKETS WORK

Topic 8. THE OFFER AND THE DEMAND

1. The determinants of individual demand. 2. The demand curve and its displacement. 3. The determinants of the individual offer. 4. The supply curve and its displacement. 5. Balance of the market. 6. Elasticity of demand and supply.

Krugman and Wells (2006) chapters 3 and 5.

THEORY OF PRODUCTION AND COSTS

Topic 9. THE PRODUCTION OF THE COMPANY AND THE COSTS OF PRODUCTION

1. The simple production function. Stages of production. 2. The production function with two variable factors. 3. Income and costs. Fixed and variable costs. Opportunity costs. 4. The cost function. Unit costs and marginal costs. 5. The costs and the equilibrium point in simple production.

Alonso and Serrano (2008) chapters 8 and 9.

PLANNING OF PRODUCTION. DECISION-MAKING MODELS TO THE FOOD COMPANY

Topic 10. THEORY OF THE PROGRAMMING

1. Approach to the programs and search for solutions in linear programming. 2. Types of optimum. 3. Types of variables. 4. Duality.

Teaching notes Hillier and Hillier (2008) chapter 2. Alonso and Serrano (2008) chapter 11.

Topic 11. APPLICATIONS OF THE PLANNING OF PRODUCTION

1. Planning of production in the food company. 2. Formulating diets. 3. Models of mixtures. 4. Transport and Assignment Models. 5. Other agroindustrial applications.

Hillier and Hillier (2008) chapter 3.

Methodology

Throughout the contents of the program, the learning will be carried out by complementing the scheduled lectures with the development of various complementary training activities in the form of practical sessions and seminars.

Development plan

Check the temporary schedule of the Resources folder

Evaluation

Continued evaluation

The grade of the subject will be 85% for the exams and 15% for the marks of the practice and seminar classes. The recovery exam will be for the entire subject.

Alternative evaluation

If a student shows documentally (work contract and summary of work life issued by the Treasury of the Social Security) that he/she is working with a full working day during the teaching year and therefore cannot meet the requirements established by the continuous evaluation, it is possible to choose to perform a single test of validation of competences and knowledge that will be carried out in the weeks indicated for these purposes in the grade calendar. The application for this assessment modality must be carried out before February 26 with documentary accreditation and, once done, it cannot be modified.

In accordance with art. 3.1 of the UdL assessment regulations, the student cannot use, in any case, during the conduct of the evaluation tests, means not allowed or fraudulent mechanisms. The student who uses any fraudulent means related to the test and / or carries electronic devices not allowed, will have to abandon the test, and will be subject to the consequences foreseen in this regulation or in any other regulations of internal regime of the UdL.

Bibliography

Alonso, R.; Serrano, A. (2008) **Economía de la Empresa Agroalimentaria**. Mundi-Prensa, Madrid.

Ballesteros, E. (1992) **Principios de Economía de la Empresa**. Alianza Universidad Textos, Madrid.

Hillier, F.S.; Hillier, M.S. (2008) **Métodos cuantitativos para administración**. McGraw-Hill, Mèxic.

Juliá Igual, J.F.; Server Izquierdo, R.J. (1996) **Dirección Contable y Financiera de Empresas Agroalimentarias**. Ediciones Pirámide S.A., Madrid.

Koontz, H.; Weihrich, H.; Cannice, M. (2008) **Administración. Una perspectiva global y empresarial**. McGraw-Hill, Mèxic.

Krugman, P.; Wells, R. (2006) **Introducción a la Economía. Microeconomía**. Editorial Reverté, S.A., Barcelona.

Omeñaca García, J. (2008) **Contabilidad General** (11ª edición). Ediciones Deusto, Barcelona.

Romero, C. (1990) **Normas prácticas para la evaluación financiera de proyectos de inversión en el**

sector agrario. Banco de Crédito Agrícola, Madrid.