



Universitat de Lleida

# DEGREE CURRICULUM **ECONOMY AND FOOD INDUSTRY**

Coordination: CLOP GALLART, MARIA MERCE

Academic year 2023-24

## 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 in Human Nutrition and Diethetics and Degree in Physiotherapy	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	2		1
Coordination	CLOP GALLART, MARIA MERCE			
Department	ECONOMICS AND BUSINESS			
Important information on data processing	Consult <a href="#">this link</a> for more information.			
Language	M. Mercè Clop: Catalan. If necessary, Spanish may be used both in teaching and in evaluation. M. Isabel Juárez: Spanish. Catalan: 67% Spanish: 33%			
Distribution of credits	6 classroom ECTSs + 9 non-classroom ECTSs			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
CASANOVAS MARFA, JOAN	joan.casanovas@udl.cat	0	
CLOP GALLART, MARIA MERCE	mariamerce.clop@udl.cat	6	Upon request
JUAREZ RUBIO, MARIA 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. Ballesteros (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, Weihrich 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, Weihrich 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, Weihrich 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. PROGRAMMING THEORY**

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 (3 blocks, with the same weight each) and 15% for the marks of the practice and seminar block. No evaluation block is recoverable, since they do not exceed 30% of the weight of the qualification.

### Alternative evaluation

- The students have to take a global exam on the date of the last subject exam established by the Centre, with a weight of 100%.

### Plagiarism

- In accordance with article 9 of the UdL assessment regulations, the students cannot use means not allowed or fraudulent mechanisms during the evaluation activities. In case of copy and/or plagiarism, the activity will be withdrawn and failed. It may consequently lead to the initiation of disciplinary proceedings.
- Article 43 of the UdL Coexistence Regulations describes the applicable sanctions, which include, among others and depending on the seriousness of the offense, the loss of the right to be evaluated in the subject, the loss of enrollment for one semester or a course or expulsion of up to three years.

## Bibliography

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

Ballester, 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, México.

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, México.

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.