

**1. General information****Course:** ECONOMICS AND MANAGEMENT OF THE FOOD INDUSTRY**Code:** 58322**Type:** CORE COURSE**ECTS credits:** 6**Degree:** 383 - UNDERGRADUATE DEGREE PROGRAMME IN FOOD SCIENCE AND TECHNOLOGY**Academic year:** 2023-24**Center:** 1 - FACULTY OF SCIENCE AND CHEMICAL TECHNOLOGY**Group(s):** 22**Year:** 3**Duration:** C2**Main language:** Spanish**Second language:** English**Use of additional languages:****English Friendly:** Y**Web site:****Bilingual:** N**Lecturer:** PABLO GARCIA ANSOLA - Group(s): 22

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2. Pre-Requisites

Not established

3. Justification in the curriculum, relation to other subjects and to the profession

This subject aims at providing the student the required knowledge related to the structure, behaviour and results from organizations within the current economic system. Since companies are in an economic system, the first objective of the subject will be to analyze the main types of economic systems and to study their characteristics. Additionally, the economic problem will be analyzed from both microeconomic and macroeconomic perspectives.

Once the different economic systems have been described, we will study the agroalimentary business nature and its industrial context. Given the extent of volatility and uncertainty that defines the business context, it is of paramount importance that organizations were able to accomplish an internal and external analysis in a continuous fashion. In this sense, the organization will be capable of knowing their strengths and weaknesses and, at the same time, identifying potential opportunities and threats coming from the business environment. Considering these elements, the organization may develop a solid strategy that help guarantee its survival in an constantly more aggressive sector.

This subject will also provide the student with the knowledge and skills referring to the different functional areas of the organization: production, finance and marketing in order to develop her future tasks in a business context and then, to contribute to the improvement of the business competitiveness.

4. Degree competences achieved in this course**Course competences**

Code	Description
CB01	Prove that they have acquired and understood knowledge in a subject area that derives from general secondary education and is appropriate to a level based on advanced course books, and includes updated and cutting-edge aspects of their field of knowledge.
CB02	Apply their knowledge to their job or vocation in a professional manner and show that they have the competences to construct and justify arguments and solve problems within their subject area.
CB03	Be able to gather and process relevant information (usually within their subject area) to give opinions, including reflections on relevant social, scientific or ethical issues.
CB04	Transmit information, ideas, problems and solutions for both specialist and non-specialist audiences.
CB05	Have developed the necessary learning abilities to carry on studying autonomously
E21	To acquire knowledge on economics, marketing and market techniques of food products
G02	To possess a correct oral and written communication. To transmit information, ideas, problems and solutions to a both specialized and not specialized public.
G07	To possess ability of organization and planning, initiative, entrepreneurship and aptitude to be employed in teamworks. To possess capacity of resolution of specific problems of the professional area and to develop the critical reasoning and decision making.

5. Objectives or Learning Outcomes**Course learning outcomes****Description**

To understand the principal macroeconomic variables of a country

To have knowledge on the principal commercial techniques used in the food-processing sector.

To have knowledge on the formation of the curves of offer and demand on the market.

To have knowledge on the principal aims of the different functional areas of an organization: finance, production and commercialization.

To have skill to analyze the economic viability of a project by means of the principal methods of investment, as well as, to be able to implement the above mentioned financial functions in MS-Excel.

To have skill to realize a SWOT analysis in a company.

To understand the principal concepts of accounting of a company and to be capable of analyzing its principal accounts as the balance sheet, the account of results and the economic - financial analysis by means of the use of ratios.

To know the different competitive strategies that a company can develop.

To know the different managerial functions of a company.

To know the strategic situation of the food-processing sector.

6. Units / Contents

Unit 1: Fundamentals of economics

Unit 2: Microeconomics

Unit 3: Macroeconomics

Unit 4: Nature of the food industry

Unit 5: Fundamentals of strategic management

Unit 6: Subsystem of finance

Unit 7: Subsystem of production

Unit 8: Subsystem of marketing

7. Activities, Units/Modules and Methodology

Training Activity	Methodology	Related Competences (only degrees before RD 822/2021)	ECTS	Hours	As	Com	Description
Class Attendance (theory) [ON-SITE]	Lectures		1.16	29	Y	N	
Problem solving and/or case studies [ON-SITE]	Problem solving and exercises		0.4	10	Y	N	
Workshops or seminars [ON-SITE]	Workshops and Seminars		0.4	10	Y	N	
Group tutoring sessions [ON-SITE]	Group tutoring sessions		0.2	5	Y	N	
Final test [ON-SITE]			0.14	3.5	Y	Y	
Writing of reports or projects [OFF-SITE]			2.6	65	Y	N	
Study and Exam Preparation [OFF-SITE]			1	25	Y	N	
Computer room practice [ON-SITE]	Case Studies		0.1	2.5	Y	N	
Total:			6	150			
Total credits of in-class work: 2.4			Total class time hours: 60				
Total credits of out of class work: 3.6			Total hours of out of class work: 90				

As: Assessable training activity

Com: Training activity of compulsory overcoming (It will be essential to overcome both continuous and non-continuous assessment).

8. Evaluation criteria and Grading System

Evaluation System	Continuous assessment	Non-continuous evaluation*	Description
Portfolio assessment	20.00%	0.00%	Set of problems and case studies that students have to complete.
Mid-term tests	30.00%	37.50%	Progress test about lessons 1-3
Theoretical papers assessment	10.00%	0.00%	A project about a food industry company.
Mid-term tests	40.00%	62.50%	Progress test about lessons 4-8
Total:	100.00%	100.00%	

According to art. 4 of the UCLM Student Evaluation Regulations, it must be provided to students who cannot regularly attend face-to-face training activities the passing of the subject, having the right (art. 12.2) to be globally graded, in 2 annual calls per subject, an ordinary and an extraordinary one (evaluating 100% of the competences).

Evaluation criteria for the final exam:

Continuous assessment:

Those students that do not follow the recommended continuous evaluation and do not deliver the required works (project and portfolio assessment), they still could pass the subject by doing the two progress tests the day of the official exam. In that case, the percentages of the evaluation will be: First progress test (37,5%) and second progress test (62,5%)

Non-continuous evaluation:

Evaluation criteria not defined

Specifications for the resit/retake exam:

In the retake examen (convocatoria extraordinaria) the assessment tests that were passed initially will be hold.

9. Assignments, course calendar and important dates

Not related to the syllabus/contents

Hours hours

10. Bibliography and Sources

Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
Alonso Sebastián, Ramón	Economía de la empresa agroalimentaria	Mundi-Prensa		978-84-8476-344-4	2008	
Guerras Martín, Luis Ángel	La dirección estratégica de la empresa : teoría y aplicacion http://www.guerrasynavas.com/	Civitas		978-84-470-2850-4	2007	
Heizer, Jay	Dirección de la producción : decisiones estratégicas	Prentice Hall		84-205-2924-9	2001	
Heizer, Jay	Dirección de la producción : decisiones tácticas	Prentice Hall		84-205-3036-0	2001	
Kotler, Philip (1931-)	Fundamentos de marketing	Pearson Educación		970-26-0400-1	2003	
Mankiw, Gregory	Principios de economía	Cenage Learning		607-481-034-6	2010	
Mochón Morcillo, Francisco	Principios de economía	Mcgraw-Hill/Interamericana de España		978-84-481-7206-0	2010	
Pérez Gorostegui, Eduardo	Introducción a la economía de la empresa	Centro de Estudios Ramón Areces		84-8004-512-4	2002	
Pérez Gorostegui, Eduardo	Prácticas de administración de empresas	Pirámide		84-368-1239-5	1998	
Trapero Arenas, Juan Ramón	Dirección y gestión empresarial http://blog.uclm.es/juanramontrapero/2014/01/27/ya-esta-disponible-el-libro-direccion-y-gestion-empresarial/	Mc Graw Hill Education		978-84-481-9038-5	2013	