Degree competences to which the subject contributes

Specific:

Transversal:
2. ENTREPRENEURSHIP AND INNOVATION - Level 1. Showing enterprise, acquiring basic knowledge about organizations and becoming familiar with the tools and techniques for generating ideas and managing organizations that make it possible to solve known problems and create opportunities.

Teaching methodology

The hours of the addressed learning are formed mainly by several theoretical classes where the lecturer makes a statement about different concepts that should be developed with the student through some practical activities, allowing for a better understanding and comprehension about the operational functioning, organization and management of an agro-food company.

To achieve this purpose, we apply different methodologies related to the economy and management theories through: the discussion of real companies? case study, literature review of scientific information dealing with the food sector management, analysis of published academic papers as a complementary tool. For the achievement of the students? individual works, each one has the necessary material to support his activity through the presence of several information technologies and communication tools.

Learning objectives of the subject

To acquire the necessary knowledge of the basic tools that allows students to understand the overall economic analysis. We will display the different juridical format of the enterprises, leading the students to differentiate between them and to be capable to select the most appropriate organization depending on the product and the situation. The students should understand the normative system of the agribusiness management and the organizational scheme made up of departments and areas.

Also the student will be able to analyze the agribusiness Planning, Management, Motivation and Control. Within these objectives, they will acquire knowledge about assessing the real economic and financial situation of a company through the accounting rules. In this same context, they will be able to understand the techniques to interpret the financial
situation of a company and to compare his results with the sectorial ratios. On the basis of this knowledge, in a subsequent step students will be able to apply a management control system suitable for different needs and types of agribusiness.

Study load

<table>
<thead>
<tr>
<th>Total learning time: 150h</th>
<th>Hours large group: 40h</th>
<th>26.67%</th>
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<tbody>
<tr>
<td></td>
<td>Hours medium group: 0h</td>
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<tr>
<td></td>
<td>Hours small group: 20h</td>
<td>13.33%</td>
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<td></td>
<td>Guided activities: 0h</td>
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<tr>
<td></td>
<td>Self study: 90h</td>
<td>60.00%</td>
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<tr>
<td>Content</td>
<td>Learning time: 11h</td>
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<tr>
<td><strong>THE ENTERPRISE; LEGAL FRAMEWORK AND MANAGEMENT</strong></td>
<td>Theory classes: 5h</td>
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<td></td>
<td>Self study : 6h</td>
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<tr>
<td><strong>Description:</strong></td>
<td>In this content we analyze the following points:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1.1 The Agribusiness as a socio-economic reality</td>
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<td>1.2 Functions of the enterprise in a market economy</td>
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<td>1.3 The mercantile societies and Agribusiness. Differentiating characteristics</td>
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<td>1.4 Las áreas funcionales de la empresa</td>
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<td></td>
<td>1.5 Planificación, Organización, Dirección, Motivación y Control</td>
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<td>1.6 Organigrama</td>
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<tr>
<td><strong>Related activities:</strong></td>
<td>Activity 1: Lectures</td>
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</tr>
<tr>
<td></td>
<td>Activity 2: Individual exams</td>
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<tr>
<td></td>
<td>Activity 3: Case study</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Content</th>
<th>Learning time: 19h 20m</th>
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<tbody>
<tr>
<td><strong>AGRO-FOOD MARKETING</strong></td>
<td>Theory classes: 6h</td>
</tr>
<tr>
<td></td>
<td>Practical classes: 2h</td>
</tr>
<tr>
<td></td>
<td>Self study : 11h 20m</td>
</tr>
<tr>
<td><strong>Description:</strong></td>
<td>In this content we analyze the following points:</td>
</tr>
<tr>
<td></td>
<td>2.1 The concept of the Agro-food marketing</td>
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<td></td>
<td>&quot;Product, price, communication and place policies. The Marketing mix&quot;</td>
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<tr>
<td></td>
<td>2.2 Marketing plan</td>
</tr>
<tr>
<td><strong>Related activities:</strong></td>
<td>Activity 1: Lectures</td>
</tr>
<tr>
<td></td>
<td>Activity 2: Individual exams</td>
</tr>
<tr>
<td></td>
<td>Activity 3: Case study analysis</td>
</tr>
</tbody>
</table>
### MARKET RESEARCH

**Description:**
- 3. Market research
  - 3.1 Sources of primary and secondary information
  - 3.2 Qualitative research methods: Focus groups and World cafe
  - 3.3 Quantitative research methods: Design of surveys and data analysis

**Related activities:**
- Activity 1: Lectures
- Activity 2: Individual exams
- Activity 3: Case study analysis
- Activity 4: Group work

**Learning time:** 46h
- Theory classes: 10h
- Practical classes: 8h
- Self study: 28h

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### THE ACCOUNTING AND FINANCIAL PROCESS

**Description:**
- In this content we analyze the following points:
  - 4.1 The General Accounting Plan
  - 4.2 The annual accounts
  - 4.3 Analysis of the financial situation and assets
    - Patrimonial ratios
    - Working capital
  - 4.4 The Economic Analysis
    - The Result
    - The Returns

**Related activities:**
- Activity 1: lectures
- Activity 2: Individual exams
- Activity 3: Case study analysis
- Activity 4: Team work

**Learning time:** 73h 40m
- Theory classes: 19h
- Laboratory classes: 10h
- Self study: 44h 40m
Qualification system

N1: Individual written test of content 1 (Block 1).
N2: Individual written test of content 2 (Block 2).
N3: Individual written test of contents 3 and 4 (Block 3 and Block 4).
N4: Final score of the course project
N5: Exercises

\[ N_{\text{final}} = 0.1 \times N_1 + 0.1 \times N_2 + 0.4 \times N_3 + 0.3 \times N_4 + 0.1 \times N_5 \]

The N4 score is divided into 10% for several tasks and 20% for the final written document.
Bibliography

Basic:


Complementary:


Others resources:

Hyperlink

  Base de dades SABI
- [http://www20.gencat.cat/portal/site/DAR/](http://www20.gencat.cat/portal/site/DAR/)
  Departament d’Agricultura, Alimentació i Acció Rural. Generalitat de Catalunya
- [www.idescat.cat](http://www.idescat.cat)
  Institut d’estadística de Catalunya
- [www.ine.es](http://www.ine.es)
  Institut Nacional d’Estadística
- [www.bde.es](http://www.bde.es)
  Banco de España
- [www.magrama.gob.es](http://www.magrama.gob.es)