

390202 - EIGE - Economics and Business Administration

Coordinating unit:	390 - ESAB - Barcelona School of Agricultural Engineering
Teaching unit:	745 - EAB - Department of Agri-Food Engineering and Biotechnology
Academic year:	2019
Degree:	BACHELOR'S DEGREE IN BIOSYSTEMS ENGINEERING (Syllabus 2009). (Teaching unit Compulsory) BACHELOR'S DEGREE IN AGRONOMIC SCIENCE ENGINEERING (Syllabus 2018). (Teaching unit Compulsory) BACHELOR'S DEGREE IN FOOD ENGINEERING (Syllabus 2009). (Teaching unit Compulsory) BACHELOR'S DEGREE IN AGRICULTURAL ENGINEERING (Syllabus 2009). (Teaching unit Compulsory) BACHELOR'S DEGREE IN AGRICULTURAL, ENVIRONMENTAL AND LANDSCAPE ENGINEERING (Syllabus 2009). (Teaching unit Compulsory) BACHELOR'S DEGREE IN FOOD ENGINEERING (Syllabus 2009). (Teaching unit Compulsory)
ECTS credits:	6
Teaching languages:	Catalan, Spanish

Teaching staff

Coordinator:	Kallas Calot, Zein
Others:	Gil Roig, Jose Maria

Degree competences to which the subject contributes

Specific:

1. Proper knowledge of the concepts of firm and its institutional and legal framework. Business organization and management.

Transversal:

- CT1. (ENG) Emprendimiento e innovación. Conocer y entender la organización de una empresa y las ciencias que rigen su actividad; tener capacidad para entender las normas laborales y las relaciones entre la planificación, las estrategias industriales y comerciales, la calidad y el beneficio.

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

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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

Total learning time: 150h	Hours large group:	40h	26.67%
	Hours medium group:	0h	0.00%
	Hours small group:	20h	13.33%
	Guided activities:	0h	0.00%
	Self study:	90h	60.00%

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Content

THE ENTERPRISE; LEGAL FRAMEWORK AND MANAGEMENT

Learning time: 11h

Theory classes: 5h

Self study : 6h

Description:

In this content we analyze the following points:

- 1.1 The Agribusiness as a socio-economic reality
- 1.2 Functions of the enterprise in a market economy
- 1.3 The mercantile societies and Agribusiness. Differentiating characteristics
- 1.4 Las áreas funcionales de la empresa
- 1.5 Planificaci3n, Organizaci3n, Direcci3n, Motivaci3n y Control
- 1.6 Organigrama

Related activities:

- Activity 1: Lectures
- Activity 2: Individual exams
- Activity 3: Case study

AGRO-FOOD MARKETING

Learning time: 19h 20m

Theory classes: 6h

Practical classes: 2h

Self study : 11h 20m

Description:

In this content we analyze the following points:

- 2.1 The concept of the Agro-food marketing
 - Product, price, communication and place policies. The Marketing mix
- 2.2 Marketing plan

Related activities:

- Activity 1: Lectures
- Activity 2: Individual exams
- Activity 3: Case study analysis

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<p>MARKET RESEARCH</p>	<p>Learning time: 46h Theory classes: 10h Practical classes: 8h Self study : 28h</p>
<p>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</p> <p>Related activities: Activity 1: Lectures Activity 2: Individual exams Activity 3: Case study analysis Activity 4 : Group work</p>	
<p>THE ACCOUNTING AND FINANCIAL PROCESS</p>	<p>Learning time: 73h 40m Theory classes: 19h Laboratory classes: 10h Self study : 44h 40m</p>
<p>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</p> <p>Related activities: Activity 1: lectures Activity 2: Individual exams Activity 3: Case study analysis Activity 4: Team work</p>	

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Planning of activities

ACTIVITY 1. THEORY CLASSES	Hours: 86h Theory classes: 38h Self study: 48h
<p>Description: Theoretical presentation and collaboration of students with the contributions. It will take place in the conventional classroom. The activity is led by the teacher based on the developed material .</p> <p>Support materials: Notes and electronic material available at ATENEA</p>	
(ENG) ACTIVITAT 2. PROVES INDIVIDUALS D'AVALUACIÓ	Hours: 2h Theory classes: 2h
<p>Description: Individual written exam pf the contents 1,2,3 and 4 related to the four learning objectives described in the corresponding section. It will be held in exam time</p> <p>Support materials: Proof document. Calculator. Documentation (Balance sheet and, profit and loss account)</p> <p>Descriptions of the assignments due and their relation to the assessment: The exam The contents 1,2,3 represent 30% of the final grade of the course The content 4 represents 40% of the final grade of the course</p> <p>Specific objectives: At the end of the test the student must show that he/she to have achieved the learning objectives of the course.</p>	
ACTIVITY 3. RESOLUTION OF EXERCISES AND CASE STUDIES	Hours: 10h Laboratory classes: 8h Self study: 2h
<p>Description: Individual exercises in the conventional classroom. The activity is directed by teachers who are present and leads to the development and resolution of the corresponding material.</p> <p>Support materials: Exercises available at ATENEA</p> <p>Descriptions of the assignments due and their relation to the assessment: Record by teachers checking the student-directed learning</p> <p>Specific objectives: Upon completion, the student must demonstrate that they have achieved the knowledge and tools necessary to understand the economic operation and management of an Agro-food company</p>	

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ACTIVITY 4. TEAM WORK ABOUT THE ECONOMIC ANALYSIS, FINANCIAL AND MARKETING CREATING A COMPANY	Hours: 52h Laboratory classes: 12h Self study: 40h
<p>Description: Performing a case study in team groups of 2 students. This work is based on the creation of a company in the food sector and the analysis of their financial statements (balance sheets and income statements). Also the realization of a market study of its main product.</p> <p>Support materials: Official sources such as SABI database and the MAGRAMA will be used, in addition, Data generated by students with surveys will also be used.</p> <p>Descriptions of the assignments due and their relation to the assessment: The delivery of the work and its presentation in group will be evaluated as specified in the evaluation section. Percentage of 30%.</p> <p>Specific objectives: To know how to diagnose what is the financial status of a company and the appropriate management tools to be applied for improvements.</p>	

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

$N_{\text{final}} = 0,1 \times N1 + 0,1 \times N2 + 0,4 \times N3 + 0,3 \times N4 + 0,1 \times N5$

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

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Bibliography

Basic:

Grande Esteban, Ildefonso; Abascal Fernández, Elena. Fundamentos y técnicas de investigación comercial. 7ª ed. rev. y actualizada. Madrid: ESIC, 2003. ISBN 8473563654.

Caldentey Albert, Pedro; Haro Giménez, Tomás de. Comercialización de productos agrarios. 5ª ed. Madrid: Agrícola Española : Mundi-Prensa, 2004. ISBN 8485441745.

Alonso Sebastián, Ramón; Serrano Bermejo, Arturo. Economía de la empresa agroalimentaria. 3a ed. Madrid [etc.]: Mundi-Prensa, 2008. ISBN 9788484763444.

Mochón Morcillo, Francisco. Economía : teoría y política. 6ª ed. Madrid [etc.]: McGraw-Hill, 2009. ISBN 9788448170844.

Amat Salas, Oriol. Análisis de estados financieros : fundamentos y aplicaciones [on line]. 8a ed. Barcelona: Gestión 2000, DL. 2008 Available on: <<http://site.ebrary.com/lib/cbuc/docDetail.action?docID=10316888>>. ISBN 9788496612969.

Complementary:

Galindo Bueno, José Antonio. Contabilidad financiera y costes : adaptación a la empresa agroalimentaria. Valencia: Editorial UPV, 2008. ISBN 9788483633175.

Others resources:

Hyperlink

<http://sabi.bvdep.com/version-201049/cgi/template.dll?product=27>
Base de dades SABI

<http://www20.gencat.cat/portal/site/DAR/>
Departament d'Agricultura, Alimentació i Acció Rural. Generalitat de Catalunya

www.idescat.cat
Institut d'estadística de Catalunya

www.ine.es
Insitut Nacional d'Estadística

www.bde.es
Banco de España

www.magrama.gob.es