Course guides
390202 - EIGE - Economics and Business Administration

Unit in charge: Barcelona School of Agricultural Engineering
Teaching unit: 745 - DEAB - Department of Agri-Food Engineering and Biotechnology.
Degree: BACHELOR’S DEGREE IN AGRICULTURAL ENGINEERING (Syllabus 2009). (Compulsory subject).
BACHELOR’S DEGREE IN AGRICULTURAL, ENVIRONMENTAL AND LANDSCAPE ENGINEERING (Syllabus 2009). (Compulsory subject).
BACHELOR’S DEGREE IN FOOD ENGINEERING (Syllabus 2009). (Compulsory subject).
BACHELOR’S DEGREE IN BIOSYSTEMS ENGINEERING (Syllabus 2009). (Compulsory subject).
BACHELOR’S DEGREE IN FOOD ENGINEERING (Syllabus 2009). (Compulsory subject).
BACHELOR’S DEGREE IN AGRONOMIC SCIENCE ENGINEERING (Syllabus 2018). (Compulsory subject).

Academic year: 2020 ECTS Credits: 6.0 Languages: Catalan, Spanish

LECTURER
Coordinating lecturer: Kallas Calot, Zein
Others: Gil Roig, Jose Maria

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Specific:

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 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>Type</th>
<th>Hours</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours large group</td>
<td>40.0</td>
<td>26.67</td>
</tr>
<tr>
<td>Hours small group</td>
<td>20.0</td>
<td>13.33</td>
</tr>
<tr>
<td>Self study</td>
<td>90.0</td>
<td>60.00</td>
</tr>
</tbody>
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Total learning time: 150 h

CONTENTS

THE ENTERPRISE; LEGAL FRAMEWORK AND MANAGEMENT

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 Planificación, Organización, Dirección, Motivación y Control
1.6 Organigrama

Related activities:
Activity 1: Lectures
Activity 2: Individual exams
Activity 3: Case study

Related competencies:
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.

Full-or-part-time: 11h
Theory classes: 5h
Self study: 6h
AGRO-FOOD MARKETING

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

Related competencies:
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.

Full-or-part-time: 19h 20m
Theory classes: 6h
Practical classes: 2h
Self study : 11h 20m

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

Related competencies:
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.

Full-or-part-time: 46h
Theory classes: 10h
Practical classes: 8h
Self study : 28h
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

Related competencies:
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.

Full-or-part-time: 73h 40m
Theory classes: 19h
Laboratory classes: 10h
Self study: 44h 40m

ACTIVITIES

ACTIVITY 1. THEORY CLASSES

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.

Material:
Notes and electronic material available at ATENEA

Related competencies:
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.

Full-or-part-time: 86h
Theory classes: 38h
Self study: 48h
**ACTIVITY 2. PROVES INDIVIDUALS D'평가**

**Description:**
Individual written exam of 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.

**Specific objectives:**
At the end of the test the student must show that he/she has achieved the learning objectives of the course.

**Material:**
- Proof document
- Calculator
- Documentation (Balance sheet and, profit and loss account)

**Delivery:**
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.

**Related competencies:**
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.

**Full-or-part-time:**
- 2h (Theory classes)

**ACTIVITY 3. RESOLUTION OF EXERCISES AND CASE STUDIES**

**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.

**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.

**Material:**
- Exercises available at ATENEA

**Delivery:**
Record by teachers checking the student-directed learning.

**Related competencies:**
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.

**Full-or-part-time:**
- 10h (Laboratory classes)
- 8h (Self study)

- 2h (Self study)
ACTIVITY 4. TEAM WORK ABOUT THE ECONOMIC ANALYSIS, FINANCIAL AND MARKETING CREATING A COMPANY

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.

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.

Material:
Official sources such as SABI database and the MAGRAMA will be used, in addition, Data generated by students with surveys will also be used.

Delivery:
The delivery of the work and its presentation in group will be evaluated as specified in the evaluation section. Percentage of 30%.

Full-or-part-time: 52h
Laboratory classes: 12h
Self study: 40h

GRADING 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
Nfinal = 0,1×N1 + 0,1×N2 + 0,4×N3 + 0,3×N4 + 0,1×N5
The N4 score is divided into 10% for several tasks and 20% for the final written document

BIBLIOGRAPHY

Basic:

Complementary:
RESOURCES

Hyperlink:
- 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