

## 390210 - AMIVA - Market Analysis and Agricultural Valuation

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 FOOD ENGINEERING (Syllabus 2009). (Teaching unit Compulsory) BACHELOR'S DEGREE IN AGRICULTURAL, ENVIRONMENTAL AND LANDSCAPE ENGINEERING (Syllabus 2009). (Teaching unit Compulsory) BACHELOR'S DEGREE IN AGRICULTURAL ENGINEERING (Syllabus 2009). (Teaching unit Compulsory) BACHELOR'S DEGREE IN FOOD ENGINEERING (Syllabus 2009). (Teaching unit Compulsory) BACHELOR'S DEGREE IN AGRONOMIC SCIENCE ENGINEERING (Syllabus 2018). (Teaching unit Compulsory)
ECTS credits:	6
Teaching languages:	Catalan, Spanish

### Teaching staff

Coordinator:	JOSE MARIA GIL ROIG
Others:	OSCAR ALFRANCA ZEIN KALLAS

### Opening hours

Timetable:	Chema Gil: Wednesday 10:00-13:00 and Thursday 9:00 - 12:00 Oscar Alfranca: Monday and Tuesday 9:00 - 12:00 Zein Kallas. Tuesday 13:30 - 14:30 i 16:00 - 18:00
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### Requirements

It is advisable to have passed the topic Statistics from Q3

### Degree competences to which the subject contributes

Specific:

1. Valuation of agricultural firms and commercialization.

### Teaching methodology

The teaching methodology combines different learning tools addressed to facilitate the student's comprehension of the content of this topic as well as to enhance their ability to apply the learned knowledge of day-to-day case studies. On one hand, there will be a series of theoretical concepts that the Professor will transmit in traditional lectures, combined with practical exercises aimed at the application of the acquired knowledge. Practical exercise will cover a wide range of activities from the review of scientific papers, public defense of small case studies and resolution of economic problems. In all cases, the teaching methodology will use learning cooperative tools to facilitate student's participation. Finally, in all cases, lectures would benefit from the use of upgraded ICT tools.

### Learning objectives of the subject

At the end of the course, students should be able to understand the concept of Agro-food Markets and the complexity of the existing interrelationships among market agents (from farm to fork), as well as the role of the public sector. Furthermore, students should be able to critical use the economic models (understood as a simple representation of

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reality), and to be aware about their limitations. In the same context, students should be able to explain the current situation of a specific food sector taking into account also its growing globalization. Finally, students should be able to economically value agricultural assets: trees, agricultural land, agricultural holdings, future harvests and machinery.

### 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

<p><b>INTRODUCTION TO FOOD MARKETS</b></p>	<p>Learning time: 14h Theory classes: 4h Self study : 10h</p>
<p>Description: Content: Concept, classification and functioning of food markets. Classification of food markets taking into account the level of competition</p> <p>Related activities: Activity 1: Theoretical lectures Activity 2: Individual assessment Activity 3: Exxercise resolution (homework). Activity 4: Final project.</p>	
<p><b>THEORY OF AGROFOOD MARKETS</b></p>	<p>Learning time: 65h Theory classes: 17h Practical classes: 8h Self study : 40h</p>
<p>Description: Content: Introduction to Economics Supply and Demand of food roducts Types of markets: perfect competition, monopoly and oligopoly</p> <p>Related activities: Activity 1: Theoretical lectures Activity 2: Individual assessment Activity 3: Exxercise resolution (homework). Activity 4: Final project.</p>	

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<p><b>EMPIRICAL ANALYSIS OF AGROFOOD MARKETS</b></p>	<p>Learning time: 58h Theory classes: 15h Practical classes: 8h Self study : 35h</p>
<p>Description: Content: price analysis: time series tools Regression analysis Empirical analysis of supply and demand</p> <p>Related activities: Activity 1: Theoretical lectures Activity 2: Individual assessment Activity 3: Exxercise resolution (homework). Activity 4: Final project.</p>	
<p><b>AGRICULTURAL VALUATION</b></p>	<p>Learning time: 13h Theory classes: 4h Practical classes: 4h Self study : 5h</p>
<p>Description: Content: Introduction to agricultural valuation Valorization of agricultural holdings</p> <p>Related activities: Activity 1: Theoretical lectures Activity 2: Individual assessment Activity 3: Exxercise resolution (homework).</p>	

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### Planning of activities

ACTIVITY 1: THEORETICAL LECTURES	Hours: 98h Theory classes: 38h Practical classes: 60h
<p>ACTIVITY 2: INDIVIDUAL ASSESSMENT</p> <p>Hours: 2h Theory classes: 2h</p> <p>Description: Students should pass a written exam about the theoretical concepts in sections 1, 2, 3 and 4</p> <p>Descriptions of the assignments due and their relation to the assessment: Oral Exam resolution which will account for 50% of the final grade</p>	
<p>EXERCISE RESOLUTION (HOMEWORK)</p> <p>Hours: 26h Laboratory classes: 16h Self study: 10h</p> <p>Description: We will solve practical exercises that students should have prepared before at home</p> <p>Support materials: Exercises available at ATENEA</p> <p>Descriptions of the assignments due and their relation to the assessment: Students should deliver the assigned tasks, either individually or in couples, depending on the specific task. The lecturer should provide feedback to students about the outcome</p>	
<p>ACTIVITY 4: PROJECT</p> <p>Hours: 24h Laboratory classes: 4h Self study: 20h</p> <p>Description: Students should deliver a final project, individually or in a group of two. The project will be addressed to the analysis of an agrofood sector and will consist of 3 stages: 1. descriptive analysis of the subsector as well as its recent evolution 2. Quantitative analysis of the demand and prices of a food product using the analytical tools showed during the course 3. Some concluding remarks and proposition of solutions</p> <p>Support materials: databases from the Departament d'Agricultura, Alimentació y Pesca (DARP) (<a href="http://www.gencat.cat/darp">www.gencat.cat/darp</a>) of the Generalitat de Catalunya, as well as the databases from Ministerio de Agricultura, Alimentación, Pesca y Medioambiente (MAPAMA) (<a href="http://www.marm.es">www.marm.es</a>) and international: EU (<a href="http://www.eurostat.eu">www.eurostat.eu</a>) and FAO (<a href="http://www.fao.org">www.fao.org</a>).</p> <p>Descriptions of the assignments due and their relation to the assessment: It will be delivered through ATENEA and will represent 35% of the final grade</p>	

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### Qualification system

The final grade (N<sub>final</sub>) will be a weighted average of four components:

N1: Written exams.

N2: Exercises resolution (homework)

N3: Final projects

CG: Generic Skills

$N_{final} = 0,5N1 + 0,05N2 + 0,35N3 + 0,10CG$

### Regulations for carrying out activities

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### Bibliography

Basic:

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

Gujarati, Damodar N. Econometría. 4ª ed. México, D.F.: McGraw-Hill, 2004. ISBN 9701039718.

Jordán Galduf, Josep M.; Antuñano Maruri, Isidro. Economía de la Unión Europea. 6a ed. Madrid: Civitas, 2008. ISBN 9788447030491.

Caballer, Vicente. Valoración agraria [Recurs electrònic] : teoría y práctica [on line]. 5a. ed. Madrid: Mundi-Prensa, 2008. Available on: <<https://ebookcentral.proquest.com/lib/csuc-ebooks/detail.action?docID=3176515>>. ISBN 9788484763451.

Complementary:

Caldentey Albert, Pedro; Gómez Muñoz, Ana Cristina. Economía de los mercados agrarios. Madrid: Mundi-Prensa, 1993. ISBN 8471144271.

Kotler, Philip; Armstrong, Gary. Fundamentos de marketing. 8a ed. México: Pearson Educación, 2008. ISBN 9789702611868.

Uriel Jiménez, Ezequiel. Análisis de datos : series temporales y análisis multivariante. Madrid: Editorial AC, 1995. ISBN 8472881377.