

Información del Plan Docente

Academic Year	2017/18
Faculty / School	105 - Facultad de Veterinaria
Degree	451 - Degree in Veterinary Science
ECTS	6.0
Year	1
Semester	Second semester
Subject Type	Basic Education
Module	---

1.General information**1.1.Introduction****1.2.Recommendations to take this course****1.3.Context and importance of this course in the degree****1.4.Activities and key dates****2.Learning goals****2.1.Learning goals****2.2.Importance of learning goals****3.Aims of the course and competences****3.1.Aims of the course****3.2.Competences****4.Assessment (1st and 2nd call)****4.1.Assessment tasks (description of tasks, marking system and assessment criteria)****5.Methodology, learning tasks, syllabus and resources****5.1.Methodological overview**

The learning activities are mainly organised in 45 lecture and interactive sessions, and 10 hours of practical activities. The latter activities include case studies solving, organised in classes of 2 hours, and a 5 hours group-activity comprising on a literature review, and the search for specific information through Internet, the elaboration and delivery of the speech's outline, and the oral presentation of a brief speech. The topic of the aforementioned speech is based on the subject's content and is proposed by lecturers.

5.2.Learning tasks

Section I. Core concepts on Economics and Agricultural Economics. The production and Environmental Economy.

Learning activities:

- Lecture session: 20 horas
- Private study: 35 horas
- Case study solving: 4 horas

Section II. Framework of current agriculture and livestock.

Learning activities:

- Lecture session: 10 hours
- Private study: 20 hours
- Literature review, the speech's outline, and the oral presentation of a brief speech: 5 hours
- Individual activity: 3 hours

Section III. Economics and management of farm enterprises and veterinary clinics

Learning activities:

- Lecture sessions: 15 hours
- Private study: 30 hours

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- Case studies solving: 6 hours

- Individual activity: 2 hours

5.3.Syllabus

Section I. Core concepts on Economics and Agricultural Economics. The production and Environmental Economy.

Concepts of the Economic Science. Supply, demand and market. Changes in supply and demand, elasticity, types of market. Consumer and utility. The company in a perfect competition market. The production theory I. Production function, productivity, and technical change. The production theory II. The input factors. Economy, state and Environment.

Section II. Framework of current agriculture and livestock.

Agro-food marketing: utilities, functions and marketing services. Commercial agents and commercial channels. The beef meat value chain. The sheep meat value chain. The meat pig value chain. The meat chicken value chain. Agricultural policy: concept, models of agricultural policies. Common Agricultural Policy. Local food systems: quality and origin. Organic agriculture. Fair trade.

Section III. Economics and management of farm enterprises and veterinary clinics

Business, entrepreneur and business management. Technical and economic business achievement. Balance sheet and technical-economic information for farm business management. Costs in production process. Break-even point. Analysis and economic assessment of investments. Financial function. Financial sources in business.

Financial and economic analysis of business. Marketing. Market and social orientation of business. Marketing as business function. Marketing-mix. Marketing decision variables. Consumer/customer behaviour. Quality dimensions of a service. Commercial information and market research. Analysis and management of livestock farming systems. Analytical methods of management.

5.4.Course planning and calendar

For further details concerning the timetable, classroom and other information of the course please refer to the " *Programación de primer curso de Veterinaria* " web site (link : <http://veterinaria.unizar.es/gradovet/>). The information will be updated at the beginning of the course.

Classroom activities	HOURS	Non-presential activities	HOURS	TOTAL
Lecture sessions	45	Private study	85	

Case studies solving	10	Self-assessment questions	2	
Literature and Internet search, outline and speech	5	Literature and Internet search, outline and speech	3	
TOTAL	60		90	150

5.5. Bibliography and recommended resources

[BB: Bibliografía básica / BC: Bibliografía complementaria]

- [BB] Alonso Sebastián, Ramón : Economía de la empresa agroalimentaria / Ramón Alonso Sebastián, Arturo Serrano Bermejo . - 3ª ed., 1ª reimpr. Madrid [etc.] : Mundi-Prensa, 2011
- [BB] Krugman, Paul R. : Fundamentos de Economía / Paul Krugman, Robin Wells, Kathryn Graddy ; traducción, Alejandro Estruch Manjón ; [versión española traducida por Jimena García-Pardo y Alonso de Ojeda] . - 3ª ed. Barcelona [etc.] : Reverté, D. L. 2014
- [BB] Mochón Morcillo, Francisco. Economía : teoría y política / Francisco Mochón Morcillo. 6ª ed. Madrid [etc.] : McGraw-Hill, 2009
- [BB] Pérez Gorostegui, Eduardo. Introducción a la economía de la empresa / Eduardo Pérez Gorostegui . - 1ª ed., 3ª reimpr. Madrid : Centro de Estudios Ramón Areces, 2006
- [BB] Santesmases Mestre, Miguel. Marketing : conceptos y estrategias / Miguel Santesmases Mestre . 6ª ed. Madrid : Pirámide, 2012
- [BC] Amat, Oriol. Análisis económico-financiero / Oriol Amat Salas . 20ª ed. Barcelona : Gestión 2000, 2008
- [BC] Ballester, Enrique. Economía de la empresa agraria y alimentaria : producción , costos, mercadotecnia agroalimentaria, inversiones, financiación, valoración agraria / Enrique Ballester . 2ª ed., rev. y ampl. Madrid [etc.] : Mundi-Prensa, 2000
- [BC] Bueno Campos, Eduardo. Curso básico de economía de la empresa : un enfoque de organización / Eduardo Bueno Campos . 4ª ed. Madrid : Pirámide, D.L. 2010
- [BC] Cordonnier, Pierre. Economía de la empresa agraria / Pierre Cordonnier, Roland Carles, Pierre Marsal ; versión española J.L. Castilla Simarro . Madrid : Mundi-Prensa, 1973
- [BC] García Omeñaca, Jesús. Guía práctica de adaptación del PGC de 1993 al Nuevo Plan General de Contabilidad y PGC Pymes. Barcelona: Deusto, 2008
- [BC] Gestión y marketing de clínicas veterinarias / Felipe José Calahorra Fernández ... [et al.] ; [dirección y coordinación científica: Luis Ruiz Abad] . 1ª ed. Guadalix de la Sierra (Madrid) : Acalanthis, 2008
- [BC] González Núñez, José Luis. Empresa : marco conceptual y técnicas de gestión por áreas funcionales / José Luis González Núñez . Bellaterra : Universitat Autònoma de Barcelona, 2010
- [BC] Juliá Igual, Juan Francisco. Contabilidad agraria / Juan Francisco Juliá Igual, Ricardo José Server Izquierdo . Madrid : Pirámide, D.L. 1993
- [BC] Kotler, Philip : Dirección de marketing / Philip Kotler, Kevin Lane Keller ; traducción, Leticia Esther Pineda Ayala, Lourdes Amador Araujo ; revisión técnica, Javier Cervantes González . - 15ª ed. México : Pearson Educación, 2016
- [BC] La Reforma de la Política Agraria Común : preguntas y respuestas en torno al futuro de la agricultura / José María García Álvarez-Coque (coordinador) . Madrid : Ministerio de Agricultura, Pesca y Alimentación ; Eumedia, D.L. 2006
- [BC] Malassis, L.. Economie de la consommation et de la production agroalimentaire. Economie agro-alimentaire I Paris : Cujas, 1979
- [BC] Romero, Carlos. Evaluación financiera de inversiones agrarias / Carlos Romero . Madrid [etc.] : Mundi Prensa, 1998
- [BC] Romero, Carlos. Técnicas de gestión de empresas / Carlos Romero ; prólogo de Enrique Ballester . 3ª ed. rev. y ampl. Madrid : Mundi-Prensa : Cepade, 1993

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Listado de URL

- España. Ministerio de Agricultura, Alimentación y Medio Ambiente [<http://www.magrama.gob.es/es/>]
- España. Ministerio de Asuntos Exteriores y de Cooperación [<http://www.exteriores.gob.es/Portal/es/Paginas/inicio.aspx>]
- España. Ministerio de Sanidad, Servicios Sociales e Igualdad [<http://www.msps.es/>]
- Información sobre contabilidad y el nuevo plan general contable 2008 [http://www.plangeneralcontable.com/?tit=listado-de-contenidos&name=GeTia&contentId=mod_list&lastCtg=ctg_7&contGr]
- Instituto Nacional de Estadística (España) [<http://www.ine.es/>]
- Observatorio de la Responsabilidad Social Corporativa (RSC) [<http://observatoriorsc.org/>]
- Oficina Estadística EUROSTAT [<http://epp.eurostat.ec.europa.eu/portal/page/portal/eurostat/home/>]
- Organización de las Naciones Unidas para la Agricultura y la Alimentación (FAO) [<http://www.fao.org/home/es/>]
- Organización Mundial de la Salud (OMS) [<http://www.who.int/es/>]