

Información del Plan Docente

Academic Year	2017/18
Faculty / School	229 - Facultad de Ciencias de la Salud y del Deporte
Degree	441 - Degree in Human Nutrition and Dietetics
ECTS	2.0
Year	4
Semester	First semester
Subject Type	Optional
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 methodology followed in this course is oriented towards achievement of the learning objectives. It is based on active participation, case studies, teamwork etc. that favors the development of communicative skills and critical thinking. A wide range of teaching and learning tasks are implemented, such as lectures, practical activities, practice sessions, autonomous work, tutorials, and academic guidance.

Further information regarding the course will be provided on the first day of class.

5.2.Learning tasks

Practice sessions will include the following activities:

- *Case studies,
- *Texts reading and discusión,
- *Rol playing and
- *Problems solving

Also,

- *Round-table discussions,

- *Visits and

- *Conferences

will be considered.

5.3.Syllabus

The program offered to the students to help them achieve the objectives of the subject includes the following activities...

The course is divided into three main parts.

The first, about general concepts, Management, Firm, Entrepreneur, Strategic Management, Internal Analysis and Functional Diagnostic are the concepts to be studied.

Chapter I. ORGANIZATIONS, FIRMS AND THEIR MANAGEMENT.

Chapter II. THE INTERNAL ANALYSIS.

The second part is devoted to the primary activities that make up for the basic productive sequence of the firm. It includes:

Chapter III. INTERNAL LOGISTIC ACTIVITIES.

Chapter IV. OPERATIONS ACTIVITIES.

Chapter V. EXTERNAL LOGISTIC ACTIVITIES.

Chapter VI. LAS MARKETING AND SALES ACTIVITIES.

Chapter VII. SERVICE ACTIVITIES.

The third and last part is devoted to study the particularities of those support value activities that make the the primary

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activities possible. It includes:

Chapter VIII. PURCHASING ACTIVITIES.

Chapter IX. TECHNOLOGICAL ACTIVITIES DEVELOPMENT.

Chapter X. HUMAN RESOURCES MANAGEMENT ACTIVITIES.

Chapter XI. INFRASTRUCTURE ACTIVITIES: MANAGEMENT, ORGANIZATION AND FINANCES.

Chapter XII. THE FINANCIAL DIAGNOSIS.

5.4.Course planning and calendar

For further details concerning the timetable, classroom and further information regarding this course please refer to the Faculty of Health and Sports website (<https://fccsyd.unizar.es/>)

5.5.Bibliography and recommended resources

Basic Bibliography:

* 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

Recommended Bibliography:

* Bueno Campos, Eduardo. Dirección estratégica de la empresa : metodología, técnicas y casos / Eduardo Bueno Campos . [5a ed. rev. y act.] Madrid : Pirámide, D.L. 1996

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* Santasmases Mestre, Miguel. Marketing : conceptos y estrategias / Miguel Santasmases Mestre . 6ª ed. Madrid : Pirámide, 2012

* Caldentey Albert, Pedro. Nueva economía agroalimentaria / por Pedro Caldentey Albert . Madrid : Editorial Agrícola Española, D.L.1998

* Caldentey Albert, Pedro. Comercialización de productos agrarios / Pedro Caldentey Albert . 5a. ed. Madrid : Editorial Agrícola Española : Mundi-Prensa, 2004

* Marketing agrario / Pedro Caldentey [Albert] ... [et al.]. 2ª ed. rev. y amp. Madrid : Mundi-Prensa, 1994

* Rodríguez-Barrio, J. Enrique. Gestión comercial de la empresa agroalimentaria / J. Enrique Rodríguez-Barrio, Luis M. Rivera Vilas, Miguel Olmeda Fernández . Madrid : Mundi-Prensa, 1990