

## 29220 - Food Company: Organisation and Management

### Syllabus Information

**Academic Year:** 2019/20

**Subject:** 29220 - Food Company: Organisation and Management

**Faculty / School:** 229 - Facultad de Ciencias de la Salud y del Deporte

**Degree:** 441 - Degree in Human Nutrition and Dietetics

**ECTS:** 6.0

**Year:** 3

**Semester:** First semester

**Subject Type:** Compulsory

**Module:** ---

### 1.General information

#### 1.1.Aims of the course

#### 1.2.Context and importance of this course in the degree

#### 1.3.Recommendations to take this course

### 2.Learning goals

#### 2.1.Competences

#### 2.2.Learning goals

#### 2.3.Importance of learning goals

### 3.Assessment (1st and 2nd call)

#### 3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

### 4.Methodology, learning tasks, syllabus and resources

#### 4.1.Methodological overview

The methodology followed in this course is oriented towards the 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, practice sessions, tutorials, and autonomous work and study.

#### 4.2.Learning tasks

This course is organized as follows:

- **Lectures**
- **Practice sessions.** It includes case studies, reading discussion, role-playing, problem-solving. It may include round-table discussions, educational visits, and conferences.
- **Tutorials**
- **Autonomous work and study.**

#### 4.3.Syllabus

This course will address the following topics:

### First section

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

- Topic I. Organization, firms, and their management.
- Topic II. Internal Analysis.

### Second section:

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

- Topic III. Internal logistics activities.
- Topic IV. Operations activities.
- Topic V. External logistic activities.
- Topic VI. Marketing and sales activities.
- Topic VII. Service activities.

### Third section

The third and last section is devoted to studying the particularities of those support value activities that make the primary activities possible. It includes:

- Topic VIII. Purchasing activities.
- Topic IX. Technological activities development.
- Topic X. Human resources management activities.
- Topic XI. Infraestructure activities: management, organization and finances.
- Topic XII. Financial diagnosis.

## **4.4.Course planning and calendar**

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course will be provided on the first day of class or please refer to the Faculty of Health and Sport Sciences website ( <https://fccsyd.unizar.es/>) and Moodle.

## **4.5.Bibliography and recommended resources**

[http://biblos.unizar.es/br/br\\_citas.php?codigo=29220&year=2019](http://biblos.unizar.es/br/br_citas.php?codigo=29220&year=2019)