

30814 - Management of food companies

Syllabus Information

Academic Year: 2019/20

Subject: 30814 - Management of food companies

Faculty / School: 105 - Facultad de Veterinaria

Degree: 568 - Degree in Food Science and Technology

ECTS: 6.0

Year: 2

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 learning and teaching methodology developed is aimed to promote the attainment of theoretical knowledge in different decision areas of food business; as well as the application of knowledge to solve practical cases in the field of production, financial-investment and marketing management. The student will have a glossary of technical terms in English related to the subject and its corresponding equivalent to Spanish.

4.2.Learning tasks

The course includes the following learning tasks:

- **1) Business management and making business decisions.**
 - Lecture sessions: Business management. The business decision. Planning, programming and control tools.
 - Practical activities: Decision-making in risk environment and in structured uncertainty Linear programming. PERT Method. Gantt Charts.
 - Learning activities:
 - Lecture sessions: 7 hours
 - Practical activities (group activities): 6 hours.
 - Self-assessment issues and practical activities (individual): 8 hours.

- Private study: 5 hours.
- Assessment: 2 hours
- **2) Financial Management**
 - Lecture sessions: Introduction to financial decisions. Financial planning. Investment organization. Organization of financial sources. Financial control.
 - Practical activities: Working capital. Financial control. Economic assessment of investments. Total and average annual return. Net Present Value (NPV) and Internal Rate of Return (IRR).
 - Learning activities:
 - Lecture sessions: 8 hours.
 - Practical activities: 8 hours.
 - Self-assessment of problems and questions: 16 hours.
 - Private study: 10 hours
 - Assessment: 2 hours
- **3) Production management**
 - Lecture sessions: The productive role of the company and the process of production. The production capacity. Stocks. The human factor in the production.
 - Practical activities: The costs of production and its control. The measurement of productivity. The decisions of selection, optimal duration and depreciation of equipment. Stocks management. Pay incentive systems.
 - Learning activities:
 - Lecture sessions: 8 hours
 - Practical activities (group activities): 10 hours.
 - Self-assessment issues and practical activities (individual): 16 hours.
 - Private study: 10 hours.
 - Assessment: 2 hours.
- **4) Marketing management**
 - Lecture sessions: Marketing as a business function. Types of economic markets. Marketing research. Product and price. Promotion and place.
 - Practical activities: Demand estimation and forecasting. Market research. Methods to price the product. The transportation problem.
 - Learning activities:
 - Lecture sessions: 7 hours.
 - Practical activities: 6 hours.
 - Self-assessment of problems and questions: 8 hours.
 - Private study: 5 hours
 - Assessment: 2 hours

4.3.Syllabus

The course will address the following topics:

Theoretical program

- **1) Business management and making business decisions.**
 - Business management.
 - The business decision
 - Planning, programming and control tools.
- **2) Financial Management**
 - Introduction to financial decisions.
 - Financial planning. Investment organization.
 - Organization of financial sources. Financial control.
- **3) Production management**
 - The productive role of the company and the process of production.
 - The production capacity. Stocks.
 - The human factor in the production.
- **4) Marketing management**
 - Marketing as a business function.
 - Types of economic markets.

- Marketing research.
- Product and price.
- Promotion and place.

Practical program

- Decision-making in risk environment and in structured uncertainty
- Linear programming.
- PERT Method and Gantt Charts.
- Working capital.
- Financial control.
- Economic assessment of investments: Total and average annual return. Net Present Value (NPV) and Internal Rate of Return (IRR).
- The costs of production and its control.
- The measurement of productivity.
- The decisions of selection, optimal duration and depreciation of equipment.
- Stocks management.
- Demand estimation and forecasting.
- Market research.
- Methods to price the product.
- The transportation problem.

4.4. Course planning and calendar

The distribution of the training activities depend on the schedule assigned to the subject. Classroom activities need four hours per week during the fifteen teaching weeks to add the 60 hours planned.

CLASSROOM ACTIVITIES	HOURS	NON CLASSROOM ACTIVITIES	HOURS	TOTAL
Lecture sessions	30			30
Case studies solving	30			30
		Self-assessment questions and case studies solving	48	48
		Private study	30	30
Assessment	8			8
Global assessment	4			4
TOTAL				150

The dates and key milestones of the subject are described in detail, together with those of the rest of subjects of the second course in the CTAs Grade, on the Web page of the Veterinarians faculty (linkage: <http://veterinaria.unizar.es/gradocta>). The above mentioned linkage will be updated to the beginning of every academic course.

4.5. Bibliography and recommended resources

see spanish version