

28407 - Economics and business

Syllabus Information

Academic Year: 2020/21

Subject: 28407 - Economics and business

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.Aims of the course

The subject, which is linked to the social sciences that aims to provide knowledge and/or skills related, above all, to the market and agri-food chains, business and agricultural production, presents as a generic objective contextualize in the social reality, agriculture and food, in which they will develop skills in the exercise of the various professional profiles that define the Degree.

1.2.Context and importance of this course in the degree

The subject, as a subject linked to the social sciences, aims to provide knowledge and/or skills related, above all, to the market and agri-food chains, business and livestock production. On the other hand, the subject is also necessary to address and contextualize the learning outcomes to be obtained by the student in other subjects.

1.3.Recommendations to take this course

In order to take this subject, no previous studies of any specific subject are required. However, the fact that students have studied subjects in the field of social sciences fosters their learning.

It would be desirable that students might have the following abilities:

- Ability to adapt to the type of scientific-social knowledge and abstract thinking.
- Ability to analyze the social environment and synthesis.

2.Learning goals

2.1.Competences

On successful completion of this course, students will be able to

1. Explain the object and key concepts of Economics and its relationship with social behaviors.
2. Analyze and interpret how demand and supply act together in the agricultural products market and understand the role that prices play as signals to effectively allocate scarce resources.
3. Interpret which product markets do not meet the characteristics of competitive markets; the externalities generated by them and the public solutions that are arbitrated.
4. Analyze the value chains of agricultural products and the role played by the different operators involved in them and the functions that they perform
5. Analyze and interpret the principles of Theory of Production, substitution of productive factors and changes of technique.
6. Understand the general nature of production and service companies, and entrepreneurs and the singularities of family farms, which are in the majority in our economic sphere.
7. Understand the basics of Animal Health Economics and apply basic tools for the analysis of health projects.
8. Explain and apply basic instruments of analysis and financial productive management and of analysis of investments in the company, and instruments of global management of agricultural companies.
9. Understand and explain the implications of agricultural and development policies on the sustainability of livestock

systems and livestock activities in general.

10. Correct and effective communication, in writing and speaking in public in the Spanish language.
11. Skillful at oral and written communication in Spanish language
12. Critical thinking (analyze, synthesize and evaluate).
13. Search and manage bibliographic information, mainly through new search tools.

2.2.Learning goals

If students complete the course successfully, they should be able to

1. Delimit the scope of the economy and know the basic rules of market functioning.
2. Understand the concepts of supply, demand and price elasticity of demand, as well as the main factors that condition them.
3. Explain the characteristics of competitive markets and generally the price formation mechanism
4. Be familiar with the environment, structure, dynamics and potentialities of the agrifood sector and be able to analyze agricultural productions.
5. Understand the fundamentals of the microeconomic theory of production, the change of technique, the optimal technique and the economic principles of factors substitution.
6. Acknowledge the economic and productive implications of the current socio-economic environment of agriculture and livestock; the functions of the State and the tools it uses to influence economic activity, to limit the market power of companies and to regulate business activity. In particular, it is aware of the role of the State as a defender of the environment.
7. Understand the importance of the marketing of livestock products and the structure and functioning of the value chains of the main supply species.
8. Learn about the implications of agrarian, livestock and agro-silvopastoral systems on sustainability and development.
9. Have acquired the origin, principles and general functioning of the Common Agricultural Policy (CAP), as well as quality policies.
10. Explain what is a company, and the main types of agricultural and agri-food companies; what functions are developed by the entrepreneur and quantify the results obtained by the company and the measure of rationality
11. Know the documents that synthesize the information of the company necessary for the analysis and the economic-financial as well as technical management
12. Explain and use basic instruments and methods in the productive management of the company (calculation of costs and profitability thresholds, technical-economic ratios), in financial management (financial ratios) and in the analysis of investments.
13. Know and explain marketing as a technique that relates the commercial company to its environment, as well as the methods used in market research and policies (product, price, distribution, communication, sales promotion) that includes the marketing plan.
14. Know and be able to explain the main analytical management methods applied by the centres (public and private) for the management of family farms (comparative methods, margin methods, etc...).

2.3.Importance of learning goals

The subject competences enable the student, as has been pointed out, to understand the socio-cultural context in which she/he will develop his specific professional activity as a private service provider (clinical, sanitary), a technician in livestock production systems, a technician in various areas of agro-industry or a sanitary or agrarian technician at the service of public administrations.

3.Assessment (1st and 2nd call)

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

Evaluation activities:

Resolution and delivery of the cases resolved in each of the practical classes referred to the theoretical blocks of the subject. The realization of a bibliographic search and exposition of a topic proposed by the professors based on the theoretical contents of the subject. Passing this evaluation will contribute to accredit the achievement of learning outcomes 2, 3, 5, 6, 10, 11, 12, 13 and 14.

Final written evaluation test with multiple choice questions (between 45-55 questions) referring to the theoretical blocks of the subject and to the resolution of cases solved in theoretical and practical classes. Passing this evaluation will contribute to the accreditation of the achievement of learning outcomes 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13 and 14.

Evaluation criteria and requirement levels for the thematic blocks I, II, and III of the subject:

1. Resolution and delivery of the cases resolved in each of the practical classes referred to the theoretical blocks of the subject. For the evaluation, the following criteria will be applied: level of use of the session practice, proper use of theoretical concepts, correct resolution and formal aspects of the presentation. The evaluation will be carried out in the following way: the rating will be from 0 to 10 and will serve to contribute a maximum of the 10% to the grade of the final evaluation test of the subject. However, this criterion will be applied once passed the final written assessment test
2. Presentation of a theme proposed by the teachers and based on the theoretical contents of the subject, fundamentally of Block II. It will be valued the search of bibliography carried out and the handling of bibliographic sources in English, the capacity to communicate orally and in writing, as well as the capacity of analysis and synthesis. In addition, the exhibition will evaluate the orderly structure of presentation and teamwork, the format of presentation (power point), as well as the ability to respond adequately to those questions that arise related to the work presented. In order to overcome this activity, a bibliographic search will be required, the elaboration and delivery of a scheme with the structure of the presentation and the bibliographic references consulted and finally the group exhibition of the subject. The grade will be from 0 to 10 and this grade will be 10% of the final grade of the student once passed the final evaluation test.
3. Final written assessment test with multiple choice questions with four answer options. These tests will be assessed in accordance with the criteria and levels of requirement set out below: Wrong answers will be scored -0.33 points. The score will be from 0 to 10 and in order to pass the test it will be necessary to obtain a 5. This test will have a weight in the final grade of 80%

Tests for students who are not in attendance or those who present themselves at other sessions than the first

With regard to non-presential students, if they have taken any of the objective tests, the evaluation of problems and the final evaluation test, the criteria and levels of demand will be identical to those of face-to-face students. Otherwise, in the absence of the previous tests or the problem-solving test, the written test of final evaluation will account for 100% of the final grade.

Similarly, in the case of students who have not passed the subject in previous assessments and have not taken objective or problem-solving tests again, the new final written assessment test will be 100% of the final grade. If the objective tests and problem solving assessments are passed, the same criteria will be considered for the final grade as for face-to-face students.

Marking system:

According to the national regulation Law 1025/2003, 5th of September which lays down the European system of credits and marking system for the university degree.

0-4,9: FAIL.

5,0-6,9: PASS

7,0-8,9: GOOD (NT).

9,0-10: EXCELLENT (SB).

As the article 158 of the Statutes of the University of Zaragoza lays down, provisional grades will be displayed at least for 7 days and students will be able to review them on the date, time and place provided for that purpose

4.Methodology, learning tasks, syllabus and resources

4.1.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. A workshop with a manager of a veterinary/food company, and/or a researcher will also be carried out.

4.2.Learning tasks

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

Learning activities:

- Lecture session: 20 hours
- Autonomous work and study: 35 hours
- Case study solving: 4 hours

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
- Case studies solving: 6 hours
- Individual activity: 2 hours
- Workshop with a manager of a veterinary/food company, and/or a researcher: 2 hours

4.3.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.

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	43	Private study	85	
Workshop/s	2	Self-assessment questions	2	
Case studies solving	10		3	
		Literature and Internet search, outline and speech		
	5			
Literature and Internet search, outline and speech				
TOTAL	60		90	150

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4.5.Bibliography and recommended resources