

Academic Year/course: 2021/22

## 60571 - Agri-food business management

### Syllabus Information

**Academic Year:** 2021/22

**Subject:** 60571 - Agri-food business management

**Faculty / School:** 201 - Escuela Politécnica Superior

**Degree:** 546 - Master in Agricultural Engineering

**ECTS:** 6.0

**Year:** 2

**Semester:** First semester

**Subject Type:** Compulsory

**Module:**

### 1. General information

### 2. Learning goals

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

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

#### 4.1. Methodological overview

The learning process designed for this subject is based on the following:

The combination of participative lectures, cooperative work, problem solving and case studies, as well as discussion and reflection on texts and readings.

#### 4.2. Learning tasks

The programme offered to students to help them achieve the expected results comprises the following activities:

- Participative lectures: these will provide the necessary theoretical knowledge, accompanied by practical examples that facilitate the understanding and application of the concepts studied. These sessions will cover the following contents:

Introduction to the management of agri-food companies.

Introduction to the agri-food sector, its differences and its involvement in the primary, secondary and tertiary sectors.

Competitive positioning of the company, levers, resources and capacities.

The value chain, supply chain and logistics of the sector.

Financial analysis and estimation of results.

Organisational decisions

- Resolution and presentation of problems and case studies, preparation and presentation of assignments, discussion of current issues, commentary on readings and interactive activities. These activities may be carried out both inside and outside the classroom, as well as individually and/or in groups.

- Tutorial activities: students' work may be supervised, doubts about the theoretical and practical content of the subject may be clarified and/or specific practices applied to the theoretical content may be carried out.

- Autonomous work: includes study activities of theoretical and practical contents, resolution of practical activities, individual and/or group work, search and analysis of information, among others.

- Assessment activities

Alignment of learning activities with the SDGs

In relation to the 2030 Agenda, in the theoretical sessions a journey is made, from the figure of the entrepreneur, as a catalyst of society, generating prosperity for it, as well as its social responsibility. All of this is materialised in work that is closely related to SDGs 4, 8 and 12, as indicated in section 1.1.

### 4.3. Syllabus

Theory programme

The programme offered to the student to help him/her achieve the expected results comprises the following activities...

#### SUBJECT PROGRAMME

- Topic 1: The company and the entrepreneur, structure, system of objectives, responsibility and participants.
- Topic 2: Agri-food companies and their internationalisation.
- Topic 3: Competitiveness analysis, management and innovation.
- Topic 4: Supply chain and value chain. Operations and costs. Production and inventory decisions
- Topic 5: Evaluation of the profitability of activities and projects. Excellence in management
- Topic 6: Organisational designs, management and decision making in uncertain environments in the knowledge society.

Internship programme

During the whole four-month period, from the beginning, a Feasibility Plan for an agri-food company in an international market will be carried out individually by the student.

### 4.4. Course planning and calendar

Schedule of face-to-face sessions and presentation of papers

Week	Theoretical Class	Practice Class	Pupils? Project	Total
1	Topic 1	-	Study (4h)	4
2	Topic 1	Practice 1	Project (2h) Study (2h)	8
3	Topic 2	Practice 2	Project (2h) Study (2h)	8
4	Topic 3	Practice 3	Project (2h)	8
			Study (2h)	
5	Topic 3	Practice 4	Project (2 h) Study (2 h)	8
6	Topic 3	Practice 5	Project (2 h) Study (2 h)	8
7	(Partial Written Exam)	Practice 6	Project (2 h) Study (2 h)	8
8	Topic 4	Practice 7	Project (2 h) Study (2 h)	8
9	Topic 4	Practice 8	Project (2 h)	8

			Study (2 h)	
10	Topic 4	Practice 9	Proyect (2 h) Study (2 h)	8
11	Topic 5	Practice 10	Proyect (2 h) Study (2 h)	8
12	Topic 5	Practice 11	Proyect (2 h) Study (2 h)	8
13	Topic 6	Practice 12	Proyect (2 h) Study (2 h)	8
14	Topic 6	Practice 13	Proyect (2 h)	8
			Study (2 h)	
15	Topic 6	Practice 14	Proyect (2 h) Study (2 h)	8
16	-	-	Study (8 h)	8
17	-	-	Study (8 h)	8
18	-	-	Study (8 h)	8
19	-	-	Study (8 h)	8
20	Written Exam			2
<b>Total Hours</b>	30	28	92	150

#### 4.5. Bibliography and recommended resources

- BB** FERREIRO DE BABOT, P.; ALCÁZAR GARCÍA, M.; CARLOS CAVALLÉ. Gobierno de personas en la empresa. 1ª ed. [s. l.]: Ariel, 2002. ISBN 8434448351.
- BB** LARA GÓMEZ, G. Gestión de empresas sociales. [S. l.]: Universidad Autónoma de Querétaro, 2011. ISBN 978-1-4492-6802-2.
- BB** Mintzberg, Henry. El proceso estratégico / Henry Mintzberg, James Brian Quinn, Sumantra Ghoshal ; traducción Eduarda Miño, Isabel Ozores ; revisión técnica Adolfo Vázquez ; prólogo a la edición en español Zulima Fernández. Ed. europea rev., [reimpr.] Madrid : Prentice Hall, 1999 (reimpr. 2002)

- BB** MOCHÓN MORCILLO, F. El arte de dirigir una empresa. [S. l.: s. n.]. ISBN 978-84-481-7412-5.
- BB** PLA BARBER, J.; LEÓN DARDER, F. Dirección de empresas internacionales. [s. l.]: Pearson Educación, 2004. ISBN 8420540897.
- BB** SALINAS SÁNCHEZ, J. M.; GÁNDARA MARTÍNEZ, F. J.; ALONSO SÁNCHEZ, A. Empresa e iniciativa emprendedora?: Ciclos Formativos. [s. l.]: McGraw Hill, 2012. ISBN 9788468017303.
- BC** Massons i Rabassa, Joan. Finanzas : análisis y estrategia financiera / Joan Massons i Rabassa. 15ª ed. Barcelona : Hispano Europea, D.L. 2014
- BC** PINILLA BARCELONA, J.-N. Manual técnico de comercio exterior. [S. l.: s. n.]. ISBN 978-84-685-0309-7.

The updated bibliography of the subject can be consulted on the website:  
<http://psfunizar7.unizar.es/br13/egAsignaturas.php?id=10733>