

## 30814 - Management of food companies

### Syllabus Information

**Academic year:** 2023/24

**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

The food industry must be oriented to national and international markets with a competitive and innovative food product offer. To this end, the professionals who work in it must have an economic background.

In this subject, competences are acquired in the following professional profiles: "Management and quality control of products" and "Development and innovation of processes and products in the food field"

These approaches and objectives are aligned with the following Sustainable Development Goals (SDGs) of the United Nations Agenda 2030 (<https://www.un.org/sustainabledevelopment/es/>), in such a way that the acquisition of the learning results of the subject provides training and competence to contribute to some extent to their achievement:

Goal 8: Decent Work and Economic Growth

Goal 9: Industry, Innovation and Infrastructure.

Goal 12: Responsible Production and Consumption

### 2. Learning results

The student, in order to pass this subject, must demonstrate that:

1. Knows how to explain the fundamentals of business management and the decision environments in which the company moves, solving the problems posed in environments of structured uncertainty and risk. Knows how to apply planning, programming and control instruments to practical business cases.
2. Knows how to explain the relationships between the economic and financial structure of a company and its objectives of financial and investment planning. Knows how to apply the different methods of economic evaluation of investments while interpreting the information obtained for correct decision-making.
3. Knows how to explain and apply the different existing methods for decision making in the production environment, including decisions related to process, capacity, inventories, and human resources.
4. Can plan a market research and apply different methods to decide the basic composition of the marketing-mix. Knows how to explain the decision-making criteria in the commercial field related to the main marketing variables: product, price, distribution and communication.
5. Know the main terms and concepts of each decision area in English.

### 3. Syllabus

#### 1) Corporate governance and decision making

- The company's management process.
- The business decision
- Planning, programming and control instruments.

#### 2) Financial management

- Financial planning.
- Investment organization.
- Organization of the sources of financing in the company.

### 3) Production management

- The productive function of the company and the productive process.
- Production capacity.
- Inventories.
- The human factor in production.

### 4) Marketing management

- Marketing as a business function.
- Commercial research.
- Product and price.
- Communication and distribution.

### Practical contents

- Decisions in risk environment and structured uncertainty.
- Linear programming.
- PERT Method and Gantt Charts.
- Working capital.
- Investment appraisal: static and dynamic methods.
- Production costs and their control.
- Measurement of productivity.
- Selection, optimal life and depreciation of capital equipment.
- Inventory management.
- Demand estimation and forecasting.
- Market research.

## 4. Academic activities

**Master classes:** 30 hours

**Resolution of practical cases in seminars:** 30 hours

**Resolution of self-assessment questions and case studies:** 48 hours

**Study by the student:** 30 hours

**Assessment tests:** 8 hours

**Global evaluation test:** 4 hours

## 5. Assessment system

**Global evaluation test.** In accordance with the University of Zaragoza's Learning Assessment Regulations, there will be a global assessment test to which all students will be entitled and which will be established in the academic calendar

The evaluation test will include:

**Test 1.** Written test with multiple-choice questions related to the theoretical knowledge and resolution of practical cases of Block 1 and Block 2 of the subject.

This test will be moved up in the calendar. Students who have not passed this evaluation may take this test in the global exam that will take place during the exam period.

**Test 2.** Written test with multiple-choice questions related to the theoretical knowledge and resolution of practical cases of Block 3 and Block 4 of the subject.

On the date of the overall test scheduled by the Center, students who have passed Test 1 and do not wish to improve their grade should only sit for Test 2.

In both tests the multiple-choice questions will be valued with one point if they are correct and -0.33 if they are incorrect. The practical cases will be evaluated from 0 to 10 and will have a weighting of 70% of the final grade. The remaining 30% corresponds to the test (theoretical part).

A minimum of a 5 in each of the parts is required to pass these tests.

In both cases the assessment of the learning results will include testing the student's knowledge of the equivalence of English and Spanish terms equivalence of terms in English and Spanish.