

## 28915 - Fundamentals of business administration

### Syllabus Information

**Academic year:** 2024/25

**Subject:** 28915 - Fundamentals of business administration

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

**Degree:** 583 - Degree in Rural and Agri-Food Engineering

**ECTS:** 6.0

**Year:** 2

**Semester:** Second semester

**Subject type:** Basic Education

**Module:**

### 1. General information

The general objective of the subject Fundamentals of Business Administration is that the students of the Degree in Agri-Food and Rural Engineering know the main guidelines for the operation of the company as a fundamental economic agent in the market economy.

Although the course Fundamentals of Business Administration has an introductory and general character, it is important to keep in mind the usefulness of its contents for the future engineer in the development of his profession. In this sense, and as far as possible, the activities related to this subject will focus especially on those economic sectors closest to the scope of the degree. To take this subject it is advisable to attend class regularly, as it is proposed the possibility of anticipating 40% of the grade through the completion of a work throughout the period lecture. In addition, it is recommended that students have a good disposition for active participation in the classroom and to coordinate continued study with the development of classes.

### 2. Learning results

In order to pass this subject, the students shall demonstrate they has acquired the following results:

Plan, organize, direct and control the production systems and processes developed in the agricultural sector and the agri-food industry, within a framework that guarantees the competitiveness of the companies without

forgetting the protection and conservation of the environment and the improvement and sustainable development of the rural environment.

- Obtain an overview of the structure of the agri-food sector and understand the role played in the sector primary, secondary and tertiary

- Identify the company's place in the market and its position with respect to competitive forces. Be able to evaluate its resources and differentiating capabilities.

- Apply, in the case of agri-food companies, different tools for financial analysis, production organization and logistics structure design.

Lead or supervise multidisciplinary and multicultural teams in order to integrate knowledge in complex decision-making processes, with limited information, assuming the social, ethical and environmental responsibility of their professional activity in harmony with the socioeconomic and natural environment in which they act.

### 3. Syllabus

- TOPIC 1: Fundamentals of Economics.
- TOPIC 2: Business Administration: Analysis of the Environment and Strategy.
- TOPIC 3: Investment and Financing.
- TOPIC 4: Production and Marketing.
- TOPIC 5: Human Resources in the Company

### 4. Academic activities

The program offers the students help to achieve the expected results and comprises the following activities:

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

- Introduction to agribusiness management
- Introduction to the agri-food sector, its differences and its implication in the primary, secondary and tertiary sectors  
Competitive positioning of the company, levers, resources and capabilities The value chain, supply chain and logistics of the industry.
- Financial analysis and estimation of results. Organizational decisions
- Resolution and presentation of problems and case studies, preparation and presentation of papers, discussion of current issues, commentary on readings and interactive activities. These activities can be carried out both inside and outside the classroom, as well as individually and/or in groups.

Tutorial activities: students may supervise the work done by the students, clarify doubts about the theoretical-practical contents of the subject and/or carry out specific practices applied to the theoretical contents. Autonomous work: includes activities of study of theoretical and practical contents, resolution of practical activities, individual and/or group work, search and analysis of information, among others.

## 5. Assessment system

Continuous Assessment: In this case, throughout the semester there will be a written test to evaluate the learning achieved by the student on the theoretical and practical contents of the subject, and will be delivered practices of type T1. Each one of these activities will represent a percentage of the total grade to be achieved as described below: Assessment E1: Consisting of a written test on the topics of the subject. It represents 60% of the grade to be achieved (6 points). It will be held during the second half of May.

The type of questions in the E1 tests may be theoretical, practical and theoretical-practical. Similarly, the tests may include short or developmental answers, but always related to real cases or situations.

Work 1 (T1): It will consist of the delivery of a work on a feasibility project of a business idea of the agronomist sector with international character. The results achieved will be presented in written and oral form and discussed in class.

This work will be carried out individually and represents 40% of the grade (4 points).

Realization of practical cases. These will be carried out, debated and discussed in class. Each of these activities will be carried out during class time and in the classrooms assigned to the group. These tests of execution of tasks will be carried out individually or in groups (depending on their nature) and may exceptionally represent 10% of the grade (1 extrapoint).

In all the tests it will be necessary to obtain a minimum of 4 points (out of 10) to be able to add the score to the rest of evaluable activities. The specific dates for the completion or delivery of each activity, as well as the dates for the completion of the activities

written tests will be communicated to students sufficiently in advance and will be published in the Digital Teaching Ring of the University of Zaragoza, ADD University of Zaragoza, ADD, <https://moodle2.unizar.es/add/>.

Global assessment: Students who do not opt for continuous assessment, who do not pass the subject through continuous assessment or who wish to improve their grade, will have the right to take the global assessment consisting of a written test to be held on the dates indicated in the calendar approved by the center and the completion of a work of the type T1 presented previously. Specifically:

Written test: Consisting of a written test on all the topics of the subject. It represents 60% of the grade to be achieved (6 points). Of these 6 points, 4 will deal with the theoretical-practical contents seen in the subject (through short answers and/or development related to real cases or situations), and the remaining 2 points will consist of questions related to readings, exercises and practical cases consisting of relating theory with real situations or cases. This test will take place on the dates indicated in the calendar approved by the center where the subject is taught.

Work 1 (T1): It will consist of the delivery of a work on a feasibility project of a business idea of the agronomist sector with international character. The results achieved will be presented in written and oral form and discussed in class.

This work will be carried out individually and represents 40% of the grade (4 points).

Those students who have achieved 50% of the grade through continuous assessment are not required to take the global test. However, in the first call and in case the student uses both evaluation systems, the best of the grades obtained will prevail.

The evaluation in the second call will be carried out exclusively by means of a global assessment such as the one described above at . Again, it will not be necessary to do the T1 type work if the student has already presented it in any of the assessment systems of the first call and obtained a grade higher than 4 (out of 10)..

Assessment criteria:

Written tests: The adequacy of the answers to the questions will be evaluated, as well as the justifications made by the student. Therefore, in order to obtain the maximum score in each question, not only the appropriate answer must be given, but also the answer must be correctly justified and related to the information provided in the statements.

Work 1 (T1): The difficulty of the topic to be dealt with, the sources of information consulted, the quality of the content, the degree of depth in the research of the topic, structure and coherence, the written presentation of the work (grammar and adequate spelling, etc.) and its oral defense (communicative and expository skills) will be evaluated. 80% of the grade for the paper will be based on the written report and 20% on its oral presentation. The paper should follow the following structure:

Introduction: Justifying the choice of the company, briefly describing the company, stating the objectives and indicating the contents of the work.

Development: Where the aspect or aspects of the management and organization of the chosen company are analyzed.  
Conclusions: Where summarizes the main results obtained and provides recommendations for the company. A template of feasibility project will be provided in the ADD by the teacher of the subject.

Integration of the SDGs in the evaluation. In relation to the 2030 Agenda, the acquisition by students of the competencies

related to goals 4.4, 8.3 and 12.8 will be evaluated in the continuous assessment through the development of an individual workfocused on an agri-food company with international character, as well as within an economy of conscious and sustainable capitalism.

Subject success rates for the last three terms: 2020/21: 100,00%; 2021/22: 100,00%; 2022/2023: 100,00%

## **6. Sustainable Development Goals**

4 - Quality Education

8 - Decent Work and Economic Growth

12 - Responsible Production and Consumption