

## 29220 - Food Company: Organisation and Management

### Información del Plan Docente

<b>Academic Year</b>	2016/17
<b>Academic center</b>	229 - Facultad de Ciencias de la Salud y del Deporte
<b>Degree</b>	441 - Degree in Human Nutrition and Dietetics
<b>ECTS</b>	6.0
<b>Course</b>	3
<b>Period</b>	First semester
<b>Subject Type</b>	Compulsory
<b>Module</b>	---

### **1.Basic info**

#### **1.1.Recommendations to take this course**

#### **1.2.Activities and key dates for the course**

### **2.Initiation**

#### **2.1.Learning outcomes that define the subject**

#### **2.2.Introduction**

### **3.Context and competences**

#### **3.1.Goals**

#### **3.2.Context and meaning of the subject in the degree**

#### **3.3.Competences**

#### **3.4.Importance of learning outcomes**

### **4.Evaluation**

### **5.Activities and resources**

#### **5.1.General methodological presentation**

#### **5.2.Learning activities**

#### **5.3.Program**

The program offered to the students to help them achieve the objectives of the subject includes the following activities...

The aim of the present subject is to introduce the students into the functional internal analysis of the food firm through the study of its value chain. For so doing the course is divided into three main parts.

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The first, about general concepts, Management, Firm, Entrepreneur, Strategic Management, Internal Analysis and Functional Diagnostic are the concepts to be studied.

Chapter I. ORGANIZATIONS, FIRMS AND THEIR MANAGEMENT.

Chapter II. THE INTERNAL ANALYSIS.

The second part is devoted to the primary activities that make up for the basic productive sequence of the firm. It includes:

Chapter III. INTERNAL LOGISTIC ACTIVITIES.

Chapter IV. OPERATIONS ACTIVITIES.

Chapter V. EXTERNAL LOGISTIC ACTIVITIES.

Chapter VI. LAS MARKETING AND SALES ACTIVITIES.

Chapter VII. SERVICE ACTIVITIES.

The third and last part is devoted to study the particularities of those support value activities that make the the primary activities possible. It includes:

Chapter VIII. PURCHASING ACTIVITIES.

Chapter IX. TECHNOLOGICAL ACTIVITIES DEVELOPMENT.

Chapter X. HUMAN RESOURCES MANAGEMENT ACTIVITIES.

Chapter XI. INFRASTRUCTURE ACTIVITIES: MANAGEMENT, ORGANIZATION AND FINANCES.

Chapter XII. THE FINANCIAL DIAGNOSIS.

### 5.4.Planning and scheduling

**5.5. Bibliography and recommended resources**