

Información del Plan Docente

Academic Year	2016/17
Academic center	105 - Facultad de Veterinaria
Degree	451 - Degree in Veterinary Science
ECTS	6.0
Course	1
Period	Second semester
Subject Type	Basic Education
Module	---

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**

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.

5.2.Learning activities

28407 - Economics and business

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

Learning activities:

- Lecture session: 20 horas
- Private study: 35 horas
- Case study solving: 4 horas

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

28407 - Economics and business

- Individual activity: 2 hours

5.3.Program

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.

5.4.Planning and scheduling

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	45	Private study	85	
Case studies	10	Self-assessment	2	

28407 - Economics and business

solving		questions		
Literature and Internet search, outline and speech	5	Literature and Internet search, outline and speech	3	
TOTAL	60		90	150

5.5. Bibliography and recommended resources

<http://psfunizar7.unizar.es/br13/eBuscar.php?tipo=a>