

30808 - Food economy basics

Información del Plan Docente

Academic Year	2016/17
Academic center	105 - Facultad de Veterinaria
Degree	568 - Degree in Food Science and Technology
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 43 lecture and interactive sessions, 10 hours of practical activities and 4 hours of seminars. Students give an oral presentation of scientific/technical articles in the seminars.

Case studies solving are organised in classes of 2 hours. First practical class is devoted to the search of information. Besides, students write an abstract of a scientific/technical paper (mentioned above) on subjects related to Food economics. The subjects are proposed by lecturers. In order to carry out the activity, students have to make a search in

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English bibliographic databases. Therefore, the references used will be in English.

5.2.Learning activities

Section I. Theoretical basis of Economic Science and Market.

Lecture sessions: *Concepts and methods of the Economic Science* : Key concepts in the definition of Economy. Supply, Demand and Market: changes in demand, market's demand curve. Supply and production. The market; Core elements and types of market. Price formation and mechanism. *Elasticity and its applications*: Price and total income. Price elasticity of demand. *Demand and consumer behaviour* : Consumer and utility. The value paradox and consumer surplus.

Learning activities

Lecture sessions: 10 hours

Private study: 18 hours

Section II. Food economics.

Lecture sessions: *The company in a perfect competition market*: Competition: factors and behaviour. The competitive company and the production decision. The Economy and the State: externalities. The state's role in Economy. States's functions. The public sector. Market failures, the externalities. *The agribusiness model and its performance*. *The agrifood chain*: Operators and functions.

Learning activities

Lecture sessions: 6 hours

Private study: 110 hours

Section III. Economics of Food business

Lecture sessions: Business and entrepreneur. Production function and business. Costs and break-even point. Economic and financial structure of food business. Assessment of investments. Marketing as business function. Consumer behaviour. Commercial information and marketing research. Market segmentation. Distribution channels. Socio-economics factors affecting food consumer behaviour.

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Practical activities: Cost calculation in food business and break-even point. Financial and economic analysis of food business. Economic assessment of investments. Marketing research. Surveys, sample size and sampling. Analysis of the survey results.

Learning activities

Lecture sessions: 25 hours

Practical activities: Case studies solving: 8 hours

Self-assessment questions: 10 hours

Private Study: 34 hours.

Abstract of a scientific/technical paper selected by searching in bibliographic databases.

Practical classes on search in bibliographic databases: 2 hours.

Oral presentation of a scientific/technical paper: 4 hours.

Tutorial classroom activities: 1 hour.

Private study: 16 hours.

Visit to Food Company or Workshop with manager of Food Company. 3 hours

5.3.Program

Theoretical program

Section I. Theoretical basis of Economic Science and Market.

- *Concepts and methods of the Economic Science* : Key concepts in the definition of Economy. Supply, Demand and Market: changes in demand, market's demand curve. Supply and production. The market; Core elements and types of market. Price formation and mechanism. *Elasticity and its applications*: Price and total income. Price elasticity of demand. *Demand and consumer behaviour* : Consumer and utility. The value paradox and consumer surplus.

Section II. Food economics.

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- *The company in a perfect competition market*: Competition: factors and behaviour. The competitive company and the production decision. The Economy and the State: externalities. The state's role in Economy. States's functions. The public sector. Market failures, the externalities. *The agribusiness model and its performance*. *The agrifood chain*: Operators and functions.

Section III. Economics of Food business

- Business and entrepreneur. Production function and business. Costs and break-even point. Economic and financial structure of food business. Assessment of investments. Marketing as business function. Consumer behaviour. Commercial information and marketing research. Market segmentation. Distribution channels. Socio-economics factors affecting food consumer behaviour.

Practical program

- Cost calculation in food business and break-even point. Financial and economic analysis of food business. Economic assessment of investments. Marketing research. Surveys, sample size and sampling. Analysis of the survey results.

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 CTA* " web site ([link : http://veterinaria.unizar.es/gradoceta/](http://veterinaria.unizar.es/gradoceta/)). The information will be updated at the beginning of the course.

Classroom activities	HOURS	Non-presential activities	HOURS	TOTAL
Lecture sessions	43			41
Case studies solving	10			10
Abstract of a scientific/technical paper		Private study	12	13
		Self-assessment questions	10	10
Oral presentation	4	Private study	4	8

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based on abstract of a scientific/technical paper				
Visit to food company /workshop	3			3
		Private study	62	62
Assessment	3			3
TOTAL	62		88	150

5.5. Bibliography and recommended resources

See spanish version