

## 30814 - Management of food companies

### Información del Plan Docente

<b>Academic Year</b>	2016/17
<b>Academic center</b>	105 - Facultad de Veterinaria
<b>Degree</b>	568 - Degree in Food Science and Technology
<b>ECTS</b>	6.0
<b>Course</b>	2
<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**

The learning and teaching methodology developed is aimed to promote the attainment of theoretical knowledge in different decision areas of food business; as well as the application of knowledge to solve practical cases in the field of production, financial-investment and marketing management. The student will have a glossary of technical terms in English related to the subject and its corresponding equivalent to Spanish.

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

##### **1) Business management and making business decisions.**

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Lecture sessions: Business management. The business decision. Planning, programming and control tools.

Practical activities: Decision-making in risk environment and in structured uncertainty Linear programming. PERT Method . Gantt Charts.

Learning activities:

-Lecture sessions: 7 hours

-Practical activities (group activities): 6 hours.

-Self-assessment issues and practical activities (individual): 8 hours.

-Private study: 5 hours.

-Assessment: 2 hours

### 2) Financial Management

Lecture sessions: Introduction to financial decisions. Financial planning. Investment organization. Organization of financial sources. Financial control.

Practical activities: Working capital. Financial control. Economic assessment of investments. Total and average annual return. Net Present Value (NPV) and Internal Rate of Return (IRR).

Learning activities:

Lecture sessions: 8 hours.

Practical activities: 8 hours.

Self-assessment of problems and questions: 16 hours.

Private study: 10 hours

Assessment: 2 hours

### 3) Production management

Lecture sessions: The productive role of the company and the process of production. The production capacity. Stocks. The human factor in the production.

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Practical activities: The costs of production and its control. The measurement of productivity. The decisions of selection, optimal duration and depreciation of equipment. Stocks management. Pay incentive systems.

Learning activities:

-Lecture sessions: 8 hours

-Practical activities (group activities): 10 hours.

-Self-assessment issues and practical activities (individual): 16 hours.

-Private study: 10 hours.

-Assessment: 2 hours.

### 4) Marketing management

Lecture sessions: Marketing as a business function. Types of economic markets. Marketing research. Product and price. Promotion and place.

Practical activities: Demand estimation and forecasting. Market research. Methods to price the product. The transportation problem.

Learning activities:

Lecture sessions: 7 hours.

Practical activities: 6 hours.

Self-assessment of problems and questions: 8 hours.

Private study: 5 hours

Assessment: 2 hours

### 5.3.Program

#### Theoretical program

##### 1) Business management and making business decisions.

-Business management.

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-The business decision

-Planning, programming and control tools.

### 2) Financial Management

-Introduction to financial decisions.

-Financial planning. Investment organization.

-Organization of financial sources. Financial control.

### 3) Production management

-The productive role of the company and the process of production.

-The production capacity. Stocks.

-The human factor in the production.

### 4) Marketing management

-Marketing as a business function.

-Types of economic markets.

-Marketing research.

-Product and price.

-Promotion and place.

### Practical program

-Decision-making in risk environment and in structured uncertainty

-Linear programming.

-PERT Method and Gantt Charts.

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-Working capital.

-Financial control.

-Economic assessment of investments: Total and average annual return. Net Present Value (NPV) and Internal Rate of Return (IRR).

-The costs of production and its control.

-The measurement of productivity.

-The decisions of selection, optimal duration and depreciation of equipment.

-Stocks management.

-Demand estimation and forecasting.

-Market research.

-Methods to price the product.

-The transportation problem.

### 5.4.Planning and scheduling

The distribution of the training activities depend on the schedule assigned to the subject. Classroom activities need four hours per week during the fifteen teaching weeks to add the 60 hours planned.

CLASSROOM ACTIVITIES	HOURS	NON CLASSROOM ACTIVITIES	HOURS	TOTAL
Lecture sessions	30			30
Case studies solving	30			30
		Self-assessment questions and case studies solving	48	48

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		Private study	30	30
Assessment	8			8
Global assessment	4			4
TOTAL				150

The dates and key milestones of the subject are described in detail, together with those of the rest of subjects of the second course in the CTA's Grade, on the Web page of the Veterinarian's faculty (linkage: <http://veterinaria.unizar.es/gradocta> ). The above mentioned linkage will be updated to the beginning of every academic course.

### 5.5. Bibliography and recommended resources

see spanish version