

SYLLABUS

1. COURSE DESCRIPTION

Degree:	Nutrition and Dietetics
Course:	Food Industry: Economy and Management
Module:	Module 3: Food Hygiene, Safety and Quality Management
Department:	Business Management and Marketing
Academic Year:	2017-18
Term:	First
ECTS credits:	6
Year:	1st year
Type:	Compulsory
Language:	Spanish

Course Model:	B1	
a. Basic learning (EB):		60 %
b. Practical learning (EPD):		40 %

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2. LECTURERS

Coordinator	
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Area:	Business Management
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School:	School of Experimental Sciences
Department:	Business Management and Marketing
Area:	Business Management
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3. TOPICS

1. Company and entrepreneur

- 1.1. The economy of the company.
- 1.2. Company concept.
- 1.3. Creation of the company: the business plan.
- 1.4. Types of company.
- 1.5. Profile of the Food Industry in Spain.

2. The company system and its environment.

- 2.1. The company as a system.
- 2.2. The business subsystems according to the functional criterion.
- 2.3. Concept of environment.
- 2.4. Specific or competitive environment.
- 2.5. General environment.

3. Elementary Theory of Supply and Demand

- 3.1 Elementary Theory of Demand.
 - 3.1.3 The market demand curve.
- 3.2 Elementary theory of supply.
- 3.3. The Balance Point.
- 3.4. Laws on maximum prices.
- 3.5. Laws on minimum prices.
- 3.6. The problems of agriculture.

4. The direction of the company

- 4.1. Introduction.
- 4.2. Functions of the address subsystem.
- 4.4. Objectives of the company.
- 4.5. Decision making.
- 4.6. Strategic direction.

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5. Operations

- 5.1. Concepts and objectives of the operations management.
- 5.2. The productive processes.
- 5.3. The design of the operations subsystem.

6. The investment in the company

- 6.1. Introduction.
- 6.2. The economic structure.
- 6.3. The exercise cycle.
- 6.4. The period of maturation.
- 6.5. The need for circulating assets.
- 6.6. The cycle of renovation of fixed assets.
- 6.7. The financial structure.
- 6.8. The balance between jobs and resources.
- 6.9. Approximation to the criterion of the Capital Value.
- 6.10. Approach to the criterion of the Internal Return, TIR.

7. Marketing

- 7.1. Marketing Concept.
- 7.2. Marketing management.
- 7.3 Market analysis.
- 7.4. Segmentation and positioning.
- 7.5. The decisions of the marketing mix.

8. Human Resources

- 8.1. Human resources in companies.
- 8.2. Human resources management.

9. Quality

- 9.1. Quality and its elements.
- 9.2. Responsibility and quality.
- 9.3. Economic aspects of quality.
- 9.4. Quality control.



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- 9.5. Economic aspects of quality control.
- 9.6. Phases in which quality control is applied.
- 9.7. Traceability.
- 9.8. Protected Designation of Origin (PDO).