



Information about the subject

Degree: Bachelor of Science Degree in Human Nutrition and Dietetics

Faculty: Faculty of Medicine and Health Sciences

Code: 1310204 **Name:** Economy and Food Management

Credits: 6,00 **ECTS Year:** 2 **Semester:** 2

Module: Hygiene, Food Safety and Quality Management Module

Subject Matter: Economic and legal aspects **Type:** Compulsory

Field of knowledge: Health Sciences

Department: -

Type of learning: Classroom-based learning

Languages in which it is taught: Spanish

Lecturer/-s:

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Module organization

Hygiene, Food Safety and Quality Management Module

Subject Matter	ECTS	Subject	ECTS	Year/semester
Economic and legal aspects	12,00	Economy and Food Management	6,00	2/2
		Legislation and Quality Management Systems	6,00	3/1
Hygiene	6,00	Hygiene and Food Safety	6,00	3/1

Recommended knowledge

The course has no recommended previous knowledge.

Learning outcomes

At the end of the course, the student must be able to prove that he/she has acquired the following learning outcomes:

- R1 Understands and assimilates the concepts included in the course content.
- R2 Shows ability to solve problems related to these contents using different resources.
- R3 Understands and proper uses language, as well as correct writing and presentation of data.
- R4 Collaborates with the teacher and classmates throughout the learning process: Attendance to theoretical, practical or tutoring sessions; teamwork; respect in the treatment; compliance with the rules of organization of the subject for the benefit of all.



Competencies

Depending on the learning outcomes, the competencies to which the subject contributes are (please score from 1 to 4, being 4 the highest score):

BASIC		Weighting			
		1	2	3	4
CB4	Students can convey information, ideas, problems and solutions to both specialized and non-specialized audiences.				X

GENERAL		Weighting			
		1	2	3	4
CG01	Students recognize the essential elements of the dietitian-nutritionist profession, including ethical principles, legal responsibilities and the exercise of the profession, applying the principle of social justice to professional practice and developing it with respect for individuals, their habits, beliefs and cultures.		X		
CG19	Students know the national and international health organizations, as well as the different health systems, recognizing the role of the Dietitian-Nutritionist.			X	
CG23	Students advise on the development, marketing, labelling, communication and marketing of food products in accordance with social needs, scientific knowledge and current legislation.				X

SPECIFIC		Weighting			
		1	2	3	4
CE05	Students know the different educational methods of application in health sciences, as well as the communication techniques applicable in food and human nutrition.	X			
CE08	To know the Spanish health system and the basic aspects related to the management of health services, fundamentally those related to nutritional aspects.	X			



CE18	To participate in the design, organization and management of the different food services.	x		
CE19	Students collaborate in the implementation of quality systems.		x	
CE20	Students evaluate, control and manage aspects of traceability in the food chain.		x	
CE21	Students know the aspects related to the economy and management of food companies.			x
CE22	To give scientific and technical advice on food products and their development. To evaluate compliance with such advice.		x	
CE23	To participate in the business teams of social marketing, advertising and health claims.			x
CE38	Students know the hospital organization and the different phases of the food service.	x		
CE45	Students know the legal and ethical limits of the dietetic practice.		x	



Assessment system for the acquisition of competencies and grading system

Assessed learning outcomes	Granted percentage	Assessment method
R4	5,00%	Evaluation of the use of the practical classes in the classroom, of problems or computers, seminars and tutorials. Through attendance, and participation in the different activities proposed.
R1, R2, R3	65,00%	Written evaluation of the knowledge and skills obtained. The test may consist of a series of open-ended or multiple-choice questions on the theoretical content of the subject and/or practical exercises (problem solving).
R1, R2, R3, R4	30,00%	Evaluation of individual or group practices or activities, in which information related to each of the subjects must be sought and structured, and cases or problems resolved. This is done through a system of continuous evaluation throughout the course, which involves the delivery and / or exposure of work, whose objectives and content will be proposed by the teacher.

Observations

· The individual written test will be divided into two parts. The first of them will consist of multiple choice questions, the grade of this part will be 60% of the final grade of the written test. The second part will include exercises and questions and will account for 40% of the final grade of the written test.

· A minimum grade of 5 is required in the individual written test to be able to add the rest of grades of the other assessment tools (record of attendance and participation, activities and practical evaluation and exhibition of works). If the final written test score is less than five, the 65% of this score will be the student's final grade for the subject.

· The assessment criteria will remain the same on second call, not allowing the delivery of activities but students will be allowed to present the group assignment within the established deadlines. The qualification obtained on first call for activities and attendance will be the same.

· Those students who cannot attend classes for justified reasons should contact the teacher at the beginning of the course to set the procedure for the delivery of activities and completion of work.

· The activities, as well as the preparation and presentation of group work will each have a deadline date that will appear on the platform in addition to being indicated during classes. No



work will be accepted after the established deadline date and time.

ASSESSMENT SYSTEM FOR STUDENTS OF SECOND AND SUCCESSIVE ENROLLMENTS

The system for assessing the acquisition of competences will be the same as for first-year students.

The work activities requested in class must be done again, both individual and group assignments. The group assignment will have to be done again and it will be verified prior to the delivery that a different theme has been proposed for its realization. Exceptionally and under justified causes, the group assignment may be carried out individually.

Therefore, the grade for the record of attendance, activities and preparation and exhibition of group assignment of previous enrolments will not be maintained.

MENTION OF DISTINCTION:

According to Article 22 of the Regulations governing the Evaluation and Qualification of UCV Courses, the mention of "Distinction of Honor" may be awarded by the professor responsible for the course to students who have obtained, at least, the qualification of 9 over 10 ("Sobresaliente"). The number of "Distinction of Honor" mentions that may be awarded may not exceed five percent of the number of students included in the same official record, unless this number is lower than 20, in which case only one "Distinction of Honor" may be awarded.

Learning activities

The following methodologies will be used so that the students can achieve the learning outcomes of the subject:

- M1 Exposition of contents by the teacher, analysis of competencies, explanation and demonstration of capacities, skills and knowledge in the classroom. The blackboard, the computer and the cannon will be used to display texts, graphics, etc.
- M2 Resolution of practical exercises and case studies, analysis of evaluation procedures and procedural intervention. All this with the support of the teacher. This aspect can be controlled through attendance and active participation in the practical sessions.
- M4 Monographic sessions throughout the course, oriented towards current aspects and applications of the subject.
- M5 Student study: individual preparation of readings, essays, problem solving, seminars, papers, reports, etc. for discussion or delivery in electronic format.



- M6 Application and sharing of multidisciplinary knowledge This is the resolution of a problem that in its subsequent professional practice would require the application of skills acquired through the development of the modules and that would produce synergies in the assimilation of transversal and specific skills. Group work competences will be specifically evaluated.
- M7 Personalised attention and in small groups. Period of instruction and/or orientation carried out by a tutor with the aim of reviewing and discussing the materials and topics presented in the classes, seminars, readings, completion of assignments, etc. The attendance of the student and his/her level of gradual development in the knowledge of the subjects will be evaluated.
- M8 A set of tests, written or oral, used in the evaluation of the student.
- M9 Group preparation of readings, essays, problem solving, seminars, papers, reports, etc... for discussion or delivery.



IN-CLASS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Theoretical lessons M1	R1, R2, R4	30,00	1,20
Practice lessons M2	R2, R3, R4	10,00	0,40
Group work presentation M6	R1, R2, R3	8,00	0,32
Seminar M4	R1, R3	8,00	0,32
Office Hours M7	R1, R4	2,00	0,08
Evaluation M8	R1, R2, R3	2,00	0,08
TOTAL		60,00	2,40

LEARNING ACTIVITIES OF AUTONOMOUS WORK

	LEARNING OUTCOMES	HOURS	ECTS
Autonomous work M5	R1, R2, R3, R4	70,00	2,80
Group work M9	R1, R2, R3, R4	20,00	0,80
TOTAL		90,00	3,60



Description of the contents

Description of the necessary contents to acquire the learning outcomes.

Theoretical contents:

Content block	Contents
PART 1: Basic foundations of companies in the agri-food sector	<ul style="list-style-type: none">·Teaching unit 1: Introduction to business organizations·Teaching unit 2: Entrepreneurship: The Business Plan·Teaching unit 3: Ethics in food companies: Corporate Social Responsibility
PART 2: Food business management: Strategic and economic analysis of production and financing	<ul style="list-style-type: none">·Teaching unit 4: People Area·Teaching unit 5: Food production·Teaching unit 6: Costs, investment, financing and evaluation of the profitability of projects.·Teaching unit 7: Dynamics of the Agri-Food System and business strategy
PART 3: Commercial subsystem of the food company: Evolution of the food chain and analysis of distribution and marketing	<ul style="list-style-type: none">·Teaching unit 8: Storage, distribution, logistics and transportation·Teaching unit 9: Marketing and marketing instruments in food companies
PART 4: The food sector in the global economy: food markets and participating agents	<ul style="list-style-type: none">·Teaching unit 10: The agri-food sector in the global economy



Temporary organization of learning:

Block of content	Number of sessions	Hours
PART 1: Basic foundations of companies in the agri-food sector	8,00	16,00
PART 2: Food business management: Strategic and economic analysis of production and financing	13,00	26,00
PART 3: Commercial subsystem of the food company: Evolution of the food chain and analysis of distribution and marketing	7,00	14,00
PART 4: The food sector in the global economy: food markets and participating agents	2,00	4,00



References

Alonso Sebastián, R. y Serrano Bermejo, A. (2008): Economía de la empresa agroalimentaria. Ediciones Mundi-Prensa, Madrid.

Cruz Roche, I. (2012): Canales de distribución. Especial referencia a los productos de alimentación. Madrid: Ediciones Pirámide.

González Domínguez, F.J. (2012): Creación de empresas. Guía del emprendedor. 4ª Edición. Madrid: Ediciones Pirámide; ISBN: 978-84-368-2690-6

Mankiw, N. G., Rabasco, E., & Moreno, G. (2012). Principios de economía (6a ed.). Madrid: Paraninfo.

Albert, C. (2004): Comercialización de productos agrarios, Ediciones Mundi-Prensa, Madrid

Araluce, M.M. (2001): Empresas de restauración alimentaria: un sistema de gestión, Madrid, Editorial Díaz de Santos.

Casani, F. (2003): Economía y organización de empresas. Madrid. Editorial Editex.

Cuervo García, A. (2001): Introducción a la administración de empresas. Madrid. Editorial Civitas.

Santesmases Mestre, M. (2007): Marketing. Concepto y estrategias. Quinta, Piramide, Madrid.

Taylor, E. (2001): Fundamentos de la teoría y práctica del catering. Acribia. Zaragoza.

Iborra Juan, María, Dasí Coscollar, Angels, Dolz Dolz, Consuelo y Ferrer Ortega, Carmen (2014): Fundamentos de dirección de empresas. 2ª Edición. Ediciones Paraninfo, SA ISBN: 978-84-283-9922-7



Addendum to the Course Guide of the Subject

Due to the exceptional situation caused by the health crisis of the COVID-19 and taking into account the security measures related to the development of the educational activity in the Higher Education Institution teaching area, the following changes have been made in the guide of the subject to ensure that Students achieve their learning outcomes of the Subject.

Situation 1: Teaching without limited capacity (when the number of enrolled students is lower than the allowed capacity in classroom, according to the security measures taken).

In this case, no changes are made in the guide of the subject.

Situation 2: Teaching with limited capacity (when the number of enrolled students is higher than the allowed capacity in classroom, according to the security measures taken).

In this case, the following changes are made:

1. Educational Activities of Onsite Work:

All the foreseen activities to be developed in the classroom as indicated in this field of the guide of the subject will be made through a simultaneous teaching method combining onsite teaching in the classroom and synchronous online teaching. Students will be able to attend classes onsite or to attend them online through the telematic tools provided by the university (videoconferences). In any case, students who attend classes onsite and who attend them by videoconference will rotate periodically.

In the particular case of this subject, these videoconferences will be made through:

☒ Microsoft Teams

☐ Kaltura



Situation 3: Confinement due to a new State of Alarm.

In this case, the following changes are made:

1. Educational Activities of Onsite Work:

All the foreseen activities to be developed in the classroom as indicated in this field of the guide of the subject, as well as the group and personalized tutoring, will be done with the telematic tools provided by the University, through:

☒ Microsoft Teams

☐ Kaltura

Explanation about the practical sessions:

The same procedure will be followed, setting deadlines, but correction and tutorials will be carried out through Microsoft Teams.



2. System for Assessing the Acquisition of the competences and Assessment System

ONSITE WORK

Regarding the Assessment Tools:

☐

The Assessment Tools will not be modified. If onsite assessment is not possible, it will be done online through the UCVnet Campus.

☒

The following changes will be made to adapt the subject's assessment to the online teaching.

Course guide		Adaptation	
Assessment tool	Allocated percentage	Description of the suggested changes	Platform to be used
Attendance and participation	5%	The new percentage would be 10%	Microsoft Teams & UCV Net
Individual written test	65%	The new percentage would be 60%	Microsoft Teams & UCV Net

The other Assessment Tools will not be modified with regards to what is indicated in the Course Guide.

Comments to the Assessment System:



- The structure of the written test will remain the same, as well as the individual assignments and the preparation and presentation of group assignment.
- Every week a file will be uploaded to the platform with the objectives, contents and tasks to be covered. This document will explain, as well as during the sessions in Microsoft Teams, the tasks to be carried out to comply with the attendance and participation record, as well as the deadlines established for their completion.