

1. OVERVIEW

Subject Area	Foundations of Economics
Degree	Bachelor's Degree in Human Nutrition and Dietetics
School/Faculty	Biomedical and Health Sciences
Year	Fourth
ECTS	3 ECTS
Type	Core
Language(s)	Spanish
Delivery Mode	On campus and blended
Semester	Semester 8
Coordinating professor	Carolina Knott Torcal

2. INTRODUCTION

Foundations of Economics is a compulsory subject area worth 3 ECTS credits, delivered over one semester in blended learning mode in the fourth year of the Bachelor's Degree in Human Nutrition and Dietetics under Module 3: Food Hygiene, Safety and Quality Management. To be considered a professional in the area of Human Nutrition and Dietetics, it is essential to have broad knowledge of this topic. This subject area will allow students to delve into the business world, learning about management, financial analysis, decision making and marketing.

The content of this subject area will prepare students to find solutions with regard to managing a food business, ensure correct understanding and be able to make decisions as a result.

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3. SKILLS AND LEARNING OUTCOMES

Key skills (CB, by the acronym in Spanish):

- CB2: Students can apply their knowledge to their work professionally and possess the necessary skills, usually demonstrated by forming and defending opinions, as well as resolving problems within their study area.
- CB4: Students can communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.

Cross-curricular skills (CT, by the acronym in Spanish):

- CT1: Communication: ability to engage in active listening, ask questions and respond in a clear and concise way, as well as to effectively express ideas and concepts. This includes concise and clear written communication. CT2: Leadership: ability to offer ideas, approaches and interpretations through strategies which offer solutions to real-life problems.
- CT2: Leadership: ability to offer ideas, approaches and interpretations through strategies which offer solutions to real-life problems.
- CT3: Teamwork: ability to integrate and collaborate actively with other people, areas and/or organisations to reach common goals, evaluate and integrate contributions from the rest of the group members and create a good working environment.

Specific skills (CE, by the acronym in Spanish)

- CE76: Know the basic marketing tools that apply to the food market, strategic marketing, market research and the foundations of trading.
- CE77: Understand business as an economic reality. Organisational structures, types of food establishments and characteristics of the industry.
- CE79: Know about the operations of financing and investment, the commercialisation of products and marketing.
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Learning outcomes

- RA1: Know the main aspects of finances and management of food companies.
- RA2: Understand the basic concepts and develop the skills required of manager, and be able to design and read a balanced scorecard.
- RA3: Be familiar with aspects of marketing between company teams and be able to work as part of a team.

The following table shows how the skills developed in the subject area match up with the intended learning outcomes:

Skills	Learning outcomes
CB2, CB4, CT1, CT2, CT3, CE77	RA1: Know the main aspects of finances and management of food companies.
CB2, CB4, CG25, CT1, CT2, CT3, CE82, CE79	RA2: Understand the basic concepts and develop the skills required of manager, and be able to design and read a balanced scorecard.
CB2, CB4, CG23, CG25, CT1, CT2, CT3, CE76	RA3: Be familiar with aspects of marketing between company teams and be able to work as part of a team.

4. CONTENTS

Learning Unit 1

- Tema1: Economics and business
- Topic 2. Manager's profile and decision-making

Learning Unit 2

- Topic 3. Business production

- Topic 4. Financial Analysis

Learning Unit 3

- Topic 5. Market research
- Topic 6. Marketing mix

5. TEACHING/LEARNING METHODS

The types of teaching/learning methods are as follows:

- Lecture
- Collaborative learning
- Project-based learning
- Simulated environments
- Spoken presentations by students
- Case studies

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

On campus

Learning activity	Number of hours
Lecture	25
Independent working	19
Case studies	8
Group activities	8
Spoken presentations by students	2
Design of strategies, procedures and intervention plans	4
Tutorials	6
Knowledge test	3
TOTAL	75

Blended learning

Learning activity	Number of hours
Reading of content	7.5
Online seminars	7.5
Independent working	25
Group activities	7.5

Online tutorials	10
Spoken presentations by students	2
Case studies	9
Design of strategies, procedures and intervention plans	4
Knowledge test	2.5
TOTAL	75

7. ASSESSMENT

The assessment methods, together with their respective weighting towards the final grade for the subject, are as follows:

On-campus and blended learning:

Assessment method	Weighting
Submission of reports and strategy design activities	10%
Performance observation	10%
Spoken presentation	20%
Participation in debates	10%
Knowledge test	50%

On the Virtual Campus, when you open the subject area, you can see all the details of your assessment activities, including the deadlines and assessment procedures for each activity.

8. BIBLIOGRAPHY

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