

Course:	L025 - Food Quality and Nutrition
Degree:	Bachelor
Curriculum Unit:	9085004 - Management and Marketing
Scientific field:	Agronomic Sciences
ECTS^(*):	5
Curriculum year:	2nd
Curriculum semester:	1st
Frequency Regime:	Mandatory
Teacher(s):	Vítor João Pereira Domingues Martinho
Contact hours ^(**):	T - 30; TP - 30
Total work time (hours):	138

(*) - ECTS - European Credit Transfer and Accumulation System

(**) – T- Theoretical; TP- Theoretical/Practical; LP- Lab Practice; S- Seminars; I- Internships; TU - Tutorials; O- Other (Evaluations)

Objectives / Competences

With the knowledge transmitted in this course it is intended that the student knows what is the management, know and be able to apply the techniques and concepts of management in the food business, including those related to the creation of business units, with the general and analytical accounting and with the optimization processes. It is intended also that the student be able to apply marketing concepts in the elaboration of a strategic plan for sales and customer loyalty in the food business, particularly those related to market segmentation, market positioning, SWOT analysis and the marketing mix.

After the course the student will be possessed of the following skills:

- Establish food business units;
- Manage food business units;
- Develop food marketing plans.

Syllabus

PART I - INTRODUCTION TO FOOD MANAGEMENT

Concepts Management / Management techniques / Factors of production / Revenue / Costs / Economic results / Maximum profit

PART II - FOOD SYSTEM ACCOUNTING STANDARDS

Concepts accounting / Accounting systems

PART III - FOOD PROCESS OPTIMIZATION

Linear programming and mixed programming / Stocks management / Optimization computer software / Computer program LINGO

PART IV - FOOD MARKETING

Concepts and techniques of marketing / SWOT analysis / Market segmentation / Market positioning / Marketing mix

PART V - FOOD MARKETING PLANS

Market research / Databases / Use of surveys / Setting strategic goals

Teaching methodologies and evaluation criteria

In the theoretical lectures will be presented by the teacher the fundamental concepts of the phenomena involved in the management and marketing of the food unities and in theoretical-practical classes problems will be solved on different topics. It is privileged to carry out group work and presentation in the respective context of the classroom before other colleagues. New technologies are used in the classroom, using powerpoints and presentation with data show, and contact with students is privileged by use of "e-learning" through Moodle.

Evaluation:

It is planned a continuous assessment during the semester, which includes components: 1. Preparation of a work in groups and 2. Individual Assessment: class participation, expression of interest and monitoring.

Furthermore, the student will do a final exam.

Short bibliography

Boddy, D., 2005. Management an introduction, 3ª edition. Prentice Hall, Edimburgh.

Costa, H., 2007. Criação & Gestão de Micro-empresas & Pequenos Negócios. Edições Lidel, Lisboa.

Cruz, E., 2003. Criar uma empresa de sucesso. Edições Sílabo, Lisboa.

Lindon, D. et al., 2000. Mercator Teoria e Prática do Marketing. Publicações D. Quixote, 7ª edição, Lisboa.

Lindon, D. et al., 2008. Mercator Teoria e Prática do Marketing. Publicações D. Quixote, 11ª edição, Lisboa.

Pires, A., 2000. Marketing – Conceitos, técnicas e problemas de gestão. Editorial Verbo.

Richard, L. and Chrytal, A., 2004. Economics, 10th edition.

Rodrigues, J. V. et al., 2001. Humanator Recursos Humanos & Sucesso Empresarial (4ª edição). Publicações D. Quixote, Lda, Lisboa.

Samuelson, P.A. et al., 2001. Economia. MacGraw-Hill de Portugal.

Teixeira, S., 2005. Gestão das Organizações (2ª edição). McGrawHill, Madrid.