



## IDENTIFYING DATA

### Business and social aspects

Subject	Business and social aspects			
Code	V11M085V02108			
Study programme	Máster Universitario en Ciencia y Tecnología de Conservación de Productos de la Pesca			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	3	Mandatory	1st	1st
Teaching language	Spanish Galician			
Department				
Coordinator	Longo González, María Asunción			
Lecturers				
E-mail				
Web	<a href="http://http://webs.uvigo.es/pesca_master/">http://http://webs.uvigo.es/pesca_master/</a>			
General description	The aim is for the student to have basic knowledge of aspects related to business strategies, marketing, internationalization, R+D+i projects, technological innovation, etc., all linked to the fishing sector. Concepts of sustainability are also introduced in the exploitation of fishery products and the legislation that pertains to them.			

## Training and Learning Results

Code	
A1	Possess and understand knowledge that provides a basis or opportunity to be original in the development and / or application of ideas, often in a research context.
A2	That students know how to apply the knowledge acquired and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their area of study.
A4	That students know how to communicate their conclusions, and the knowledge and ultimate reasons that sustain them, to specialized and non-specialized audiences in a clear and unambiguous way.
B1	That the students acquire the comprehension, analysis and synthesis capacities.
B4	That the students develop the problem-solving abilities of application of the theoretical knowledge in practice.
C6	Acquire knowledge about marketing and marketing for fishery and aquaculture products.
C7	Know the operations and basic technologies used in the conservation and transformation of sea products by cold, heat or other physical-chemical methods: refrigeration, freezing, sterilization, pasteurization, semi-preservation.
D1	Ability to understand the meaning and application of the gender perspective in the different fields of knowledge and professional practice with the aim of achieving a more just and egalitarian society.
D2	Sustainability and environmental commitment. Equitable, responsible and efficient use of resources.
D5	Commitment to ethics in the profession and in society.

## Expected results from this subject

Expected results from this subject	Training and Learning Results
That students know the situation of the fishing industry in Spain	A1 A2 B4 C6 D1 D2

(\*)CE55 - Comprender los Estados Financieros obligatorios de las empresas.

Acquire knowledge about business management in industries of the sector, market analysis and diagnosis	A1 A2 B1 B4 C6 D1 D2
Commercialization and marketing for fishery and aquaculture products	A2 A4 B4 C7 D1 D5
Learn about overexploited or endangered species and assess the importance of sustainability in the exploitation of fishery products.	A2 A4 B4 C6 C7 D1 D5
That students know the bases and training for R&D&i projects.	A2 A4 B1 C6 C7 D1 D2
That students develop the skills to carry out practical cases of internationalization.	A2 A4 B1 C6 C7 D2 D5

## Contents

### Topic

1. The market: analysis and diagnosis. (\*)  
Commercialization and Marketing. New business management strategies.
2. Internationalization: factors, strategy design (\*) and international agreements.
3. Bases and training for R+D+i projects. (\*)  
Technological Innovation in the Food Industry. Situation of this industry in Spain.
4. Practical cases of internationalization. (\*)
5. Exploitation of fishery products: sustainability (\*) and identification of overexploited or endangered species. Applicable legislation.

## Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	16	40	56
Case studies	4	7	11
Seminars	2	2	4
Objective questions exam	1	1	2
Self-assessment	1	1	2

\*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

## Methodologies

	Description
Lecturing	Explanation by the lecturer of the contents of the course, theoretical bases and exercises to be developed by the student. Blackboard and audiovisual means will be used.
Case studies	Resolution of cases, doubts and queries both individually or in a small group regarding the follow-up and study of the course contents.

Seminars	Personalized and/or group tutorials: student interviews with the course's teaching staff for advice / development of activities of the learning process.
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### Personalized assistance

#### Methodologies Description

Lecturing	The lecturers will answer the questions posed by the students, in face-to-face or online tutorials, or by email.
Seminars	The student receives, in group and/or individually, advice from the teacher on the theoretical and practical concepts of the subject, for the development of the objectives of the course.
Case studies	The student will be guided in the acquisition of basic skills and problem solving related to the subject matter of study. The progress of the student will be monitored.

### Assessment

	Description	Qualification	Training and Learning Results			
Lecturing	The attendance and participation of the students in the classes, in the discussion of contents and exercises, will be evaluated.	20	A1	B1	C6	D1 D2
Case studies	Problem solving and practical cases will be evaluated, as well as the student's autonomous work.	20	A1	B1	C6	D1 D5
Objective questions exam	There will be an exam with multiple choice questions that will evaluate the theoretical and practical knowledge acquired in the course.	40	A2	B4	C6	D1 D5
Self-assessment	Test-type questionnaires will be carried out through the teaching platform, so that students can evaluate their degree of acquisition of the subject's competences.	20	A2	B4	C6	D1 D5

### Other comments on the Evaluation

To pass the course, the student must obtain a grade equal to or greater than 4.5 points out of 10 in the final exam. In case of not reaching this grade, a "Fail" grade will be assigned, with the numerical value of the grade obtained in the final exam.

### Sources of information

#### Basic Bibliography

Strategor, **Estrategia, estructura, decisión e identidad**,

Aggett, P. et al., **PASSCLAIM: Process for the assessment of scientific support for claims on foods**, Eur J Nutr [Suppl 1] 44 : 1/1-1/2,

Alfranca, O., Rama, R i von Tuzelmann, N, **Innovation spells in the multinational agrifood sector**, Technovation, vol. 24, 599-614,

Etxezarreta, M. (coord.), **La Agricultura española en la era de la globalización**, Madrid: Servicio de Publicaciones del Ministerio de Agricultura, Pesca y Alimentación,

#### Complementary Bibliography

Beckeman, M. i Skjöldebrand, C, **Clusters/ networks promote food innovations**, Journal of Food Engineering, 79, 1418-1425.,

Mili, S., **Transformaciones del consumo alimentario y su repercusión en el sistema agroalimentario**, Revista de Estudios Agrosociales y Pesqueros, nº205, pp.221-247.,

Pelupessy, W. y van Kempen, L., **The Impact of Increased Consumer-orientation in Global Agri-food Chains on Smallholders in Developing Countries**, Competition and Change, Vol. 9 (4) pp: 257-381.,

#### Avance de Proyecto de la Ley de Seguridad Alimentaria y Nutrición,

**Healthy Eating and Drinking-Spain, Consumer Goods Intelligence**, publicat per Mintel International Group,

**Reglamento (CE) No 1924/2006 relativo a las declaraciones nutricionales y propiedades saludables en los alimentos.**,

□. Foro CAIXANOVA de Estrategias Empresariales., **Cadena de actividades de la pesca y de los productos derivados del mar**, Instituto de Desarrollo CAIXANOVA,

ANFACO, **Estadísticas de elaboración propia de ANFACO utilizando datos FAO**,

**informes elaborados, además del ICEX**, ANFACO-CECOPECA,

### Recommendations

#### Other comments

In case of discrepancies, the Spanish version of this guide will prevail.