

**COURSE DATA****DATA SUBJECT**

**Code:** 36381  
**Name:** Applied Economics  
**Cycle:** Undergraduate Studies  
**ECTS Credits:** 4.5  
**Academic year:** 2025-26

**STUDY (S)**

Degree	Center	Acad. year	Period
1212 - Degree in Gastronomic Sciences	Facultat de Farmàcia i Ciències de L'alimentació	2	Second quarter

**SUBJECT-MATTER**

Degree	Subject-matter	Character
1212 - Degree in Gastronomic Sciences	Applied Economics	COMPULSORY

**COORDINATION**

NACHER ESCRICHE JOSE MARIA

**SUMMARY**

Introduction to Economics with a synthesis of the operating keys in Western countries, a sectoral analysis of the real economy involved in the gastronomic event, and learning in making economically sound decisions, with a brief introduction to the case of Spain and the Valencian Community

**PREVIOUS KNOWLEDGE****RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE**

There are no specified enrollment restrictions with other subjects of the curriculum.

**OTHER REQUIREMENTS****COMPETENCES / LEARNING OUTCOMES**

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Analizar críticamente y prever la situación y tendencias económicas internacionales y en los mercados y países relevantes como escenarios de las decisiones profesionales y empresariales en las actividades gastronómicas.

Be able to distribute time appropriately for carrying out individual or group tasks.

Have knowledge and understanding in the field of gastronomic sciences.

Plan, order and channel activities in such a way that unforeseen events are avoided as much as possible, possible problems are foreseen and minimised, and solutions are anticipated.

Saber aplicar esos conocimientos al mundo profesional, contribuyendo al desarrollo de los Derechos Humanos, de los principios democráticos, de los principios de igualdad entre mujeres y hombres, de solidaridad, de protección del medio ambiente y de fomento de la cultura de la paz con perspectiva de género.

Ser capaz de construir un texto escrito comprensible y organizado.

Ser capaz de realizar las aproximaciones requeridas con el objeto de reducir un problema hasta un nivel manejable.

Ser capaz de trabajar en equipo y de organizar y planificar actividades, teniendo en cuenta, siempre, una perspectiva de género.

Students must have acquired knowledge and understanding in a specific field of study, on the basis of general secondary education and at a level that includes mainly knowledge drawn from advanced textbooks, but also some cutting-edge knowledge in their field of study.

Students must have developed the learning skills needed to undertake further study with a high degree of autonomy.

## DESCRIPTION OF CONTENTS

### 1. KEYS TO THE occidental economics

1. Polis, State and Markets
2. Microeconomics. Private Sector and business network
3. Macroeconomics. Cycles and Internationalization

### 2. ECONOMIC RATIONALITY AND MARKET INTELLIGENCE

1. Economic Rationality and Agents
2. Economy and Territory
3. Competitiveness and Competences in a Global Economy



### 3. ECONOMY OF THE GASTRONOMIC FACT

1. Value Chain and Economic Agents in Gastronomy
2. Sector Analysis in Gastronomy. Primary sector
3. Sector Analysis in Gastronomy. Agro-food Industry, Logistics and Distribution
4. Sectorial Analysis in Gastronomy. Hostel and Tourism.

### 4. ECONOMY OF THE GASTRONOMIC EVENT IN SPAIN AND THE VALENCIAN COMMUNITY

1. Economics of the gastronomic event in Spain and the Valencian Community
2. Primary Sector in Spain and the Valencian Community
3. Agro-food Industry, Logistics and Distribution in Spain and the Valencian Community
4. Hospitality and Tourism in Spain and the Valencian Community

## WORKLOAD

### PRESENCIAL ACTIVITIES

Activity	Hours
Theory	45,00
<b>Total hours</b>	<b>45,00</b>

### NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	5,00
Individual or group project	10,00
Independent study and work	20,00
Preparation of lessons	15,00
Preparation for assessment activities	15,00
Resolution of case studies	2,50
<b>Total hours</b>	<b>67,50</b>

## TEACHING METHODOLOGY

The development of the subject will be structured as follows:

Theoretical classes. The teacher provides the student with a global view of the subject, in addition to the information necessary to understand the contents of the subject. For the follow-up of the class, the student is recommended to previously review the material that the teacher leaves in the virtual classroom.

There is a continuous evaluation activities plan oriented to the design of group projects related to the facts to be analyzed and the decision making to be practiced, stimulating the student to carry out the search of



accessory or complementary information, guiding him in the use of the sources necessary bibliographies.

At the same time, a program of Classroom Internships, Group Work and Visits to Companies is generated, whose contents may also be oriented by the application of Theory to Design and project management, being decided in a participatory manner by professors and students as the case may be

## EVALUATION

For the evaluation of the theoretical part, the note of two complementary sections will be computed. Together, they will account for 75% of the overall score:

- 1) Conducting an exam to evaluate the theoretical contents of the subject syllabus. The obtained mark will suppose a 50% of the qualification of the theoretical part of the subject.
- 2) Continuous assessment in the Theory classroom, through exercises or other activities that the teacher deems appropriate. The obtained mark will suppose a 50% of the qualification of the theoretical part of the subject.

For the evaluation of the practical part:

The practices will have a valuation of 25%. of the global qualification of the subject

Those students who do not pass the subject in the first call, will keep the note corresponding to practices for the second call.

## REFERENCES

- Referència b1: Gallego, J.R i J. Nácher (coords.) (2001) Elementos Básicos de Economía. Un Enfoque Institucional. Tirant lo Blanch, València. Referència b2: Nácher, J. (2016): Sociedad, Política y Economía Occidental. Fundamentos y Actualidad. Materials del curs a laula virtual. Referència b3: Nácher, J. (2016): Economía de la Gastronomía en España y la Comunitat Valenciana. Claves principales Materials del curs a laula virtual. Referència b4: IVIE (2016) Informe FIAB de la Industria de la Alimentación y las Bebidas 2015.