

Postgraduate Certificate Food Business and Economics





Postgraduate Certificate Food Business and Economics

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/pk/nutrition/postgraduate-certificate/food-business-economics

Index

01

Introduction

p. 4

02

Objectives

p. 8

03

Structure and Content

p. 12

04

Methodology

p. 16

05

Certificate

p. 24

01

Introduction

The food industry covers a large percentage of the global market, which is why business profitability is high and there is a high demand for products. Therefore, professionals who have an in-depth knowledge of the economic concepts that permeate this sector, make them a valuable human resource and with this academic program the student will become one of them. This is because the curriculum will provide students with a wide range of financial and management concepts that will enable them to strengthen their leadership skills in companies of this kind. All this, through a 100% online methodology that will allow you to have more control over your time.



“

Be part of the professionals of the future and become an expert in the Food Industry, thanks to this Postgraduate Certificate that will give you the necessary tools to consolidate economic concepts”

Today, the high demand for food consumption has led to an increase in the number of companies in this industry. Therefore, achieving an excellent positioning is a task that requires to be executed by specialists in this field and, above all, who know how to manage resources and material assets in a productive way.

For this reason, TECH has developed a Postgraduate Certificate program that will not only provide students with a deeper knowledge of the specifics of this field, but will also increase their strategic vision skills, a fundamental element to enhance their professional profile. In addition, comprehensive training will be provided on topics directly related to this field, equipping students with the necessary tools to face the current challenges of the food market.

This will be possible thanks to the complete syllabus of this academic program which offers an update on the supply and demand in the food market, as well as the costs of food production within a company and the organizational structure. In addition, they will be able to develop a vision of the economic dynamics of this sector and the strategies needed to deal with them.

All of the above, through the innovative Relearning methodology, which allows this degree to be taught 100% online, an opportunity with which students can study from anywhere and at any time they wish, since they will have access 24 hours a day to the multimedia resources. In addition, it will enhance your problem-solving skills, since you will analyze practical cases that will place you in the simulation of a real environment.

This **Postgraduate Certificate in Food Business and Economics** contains the most complete and up-to-date scientific program on the market. The most important features include:

- ◆ The development of case studies presented by experts in Food Business and Economics
- ◆ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ◆ Practical exercises where self-assessment can be used to improve learning
- ◆ Its special emphasis on innovative methodologies
- ◆ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ◆ Content that is accessible from any fixed or portable device with an Internet connection



Achieve excellence and excel in the field of economic management of a food company"

“

In a short time you will become a specialist in the economics of the food industry, aspects that will allow you to lead a company in this constantly growing market”

The program’s teaching staff includes professionals from sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

Its multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive education programmed to learn in real situations.

The design of this program focuses on Problem-Based Learning, by means of which the professional must try to solve the different professional practice situations that are presented throughout the academic course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

Thanks to the fact that this degree is completely online, you will be able to learn from the comfort of your own home and without having to submit to rigid schedules.

A Postgraduate Certificate that will help you to manage a company in the Food Industry with great mastery and knowledge of the market.



02 Objectives

The main objective of this academic program is to provide students with an updated knowledge of the demand and supply that exists within the food market, with the objective of generating effective economic strategies that allow for good business growth. They will be able to expand their knowledge in this field and improve their skills to perform a financial balance sheet and identify opportunities for expansion.





“

With the knowledge you will acquire about the methods of financing a food company, you will implement strategies that will allow you to maintain a balance of the financial statements”



General Objectives

- ◆ Control the mathematical, statistical and economic aspects involved in food companies
- ◆ Analyze trends in food production and consumption
- ◆ Appreciate and recognize the sanitary and preventive importance of cleaning, disinfection, disinsecting and pest control programs in the food chain
- ◆ Scientific and technical advice on food products and food product development

“

The mix of the best multimedia content and the most innovative methodology on the market will be the perfect cocktail to intoxicate you with knowledge"





Specific Objectives

- ◆ Understand the concept of a company, its institutional and legal framework, as well as the economic balance sheet of a company
- ◆ Acquire knowledge to assess the hygienic-sanitary and toxicological risk of a process, food, ingredient and packaging, as well as to identify the possible causes of food spoilage and establish traceability mechanisms
- ◆ Know the sources of financing, financial statements and the different functional areas of a company
- ◆ Calculate and interpret the values obtained from the Gross Domestic Product and Farm Income for economic and business management applications

03

Structure and Content

The academic curriculum of this Postgraduate Certificate has been created by leading professionals in the Food Industry. In this way, students will obtain specialized knowledge about the management of a company for this sector and the economic factors that must be taken into account at the time of its administration. This, based on the review of multimedia resources and the study of practical cases, will allow students to improve their professional skills in this field.





“

Acquire a specialized knowledge of economic concepts and improve your skills to manage a company in the food sector”

Module 1. Food business and economics

- 1.1. Basic Concepts of economy
 - 1.1.1. Economics and the need for choice
 - 1.1.2. The production possibility frontier and its applications in production
 - 1.1.3. Islam and Market Economy
 - 1.1.4. The limitations of the market economy system and mixed economies
- 1.2. Demand and supply curves
 - 1.2.1. The agents participating in the market. Demand and supply
 - 1.2.2. Market Balance
 - 1.2.3. Shifts in supply and demand curves
- 1.3. Supply and demand analysis applications
 - 1.3.1. The decline in agricultural prices
 - 1.3.2. Price Ceilings and Floors
 - 1.3.3. Establishment of subsidized or support prices
 - 1.3.4. Main systems used to assist farmers
- 1.4. Demand for goods
 - 1.4.1. Consumer demand and utility
 - 1.4.2. Market demand
 - 1.4.3. Demand and the concept of elasticity
 - 1.4.4. The elasticity of demand and total income
 - 1.4.5. Other elasticities
- 1.5. Production in the company and production costs
 - 1.5.1. Production in the short term
 - 1.5.2. Production and the long term
 - 1.5.3. The company's short-term costs
 - 1.5.4. Long-term costs and returns to scale
 - 1.5.5. The company's production decisions and profit maximization
- 1.6. Market Typologies
 - 1.6.1. The Forms of Competition
 - 1.6.2. Perfect competition markets
 - 1.6.3. The Company Competitive Games and Investment Decisions
 - 1.6.4. Basic characteristics of imperfect competition
 - 1.6.5. Monopoly, oligopoly and monopolistic competition





- 1.7. Economic macromagnitudes
 - 1.7.1. Gross Domestic Product and General Price Index
 - 1.7.2. Public income and investment
 - 1.7.3. Agricultural macro-magnitudes
- 1.8. Organizational structure of the company. Types of Businesses
 - 1.8.1. Individual Entrepreneur
 - 1.8.2. Unincorporated company
 - 1.8.3. Company with legal personality
 - 1.8.4. Corporate Social Responsibility
 - 1.8.5. Legal and tax environment
- 1.9. Functional areas of the company
 - 1.9.1. Financing in the company: borrowed and own funds
 - 1.9.2. Production in the company
 - 1.9.3. Procurement area and inventory management methods
 - 1.9.4. Human resources
- 1.10. Analysis of the company's financial statements
 - 1.10.1. Equity Analysis
 - 1.10.2. Financial Analysis
 - 1.10.3. Economic Analysis

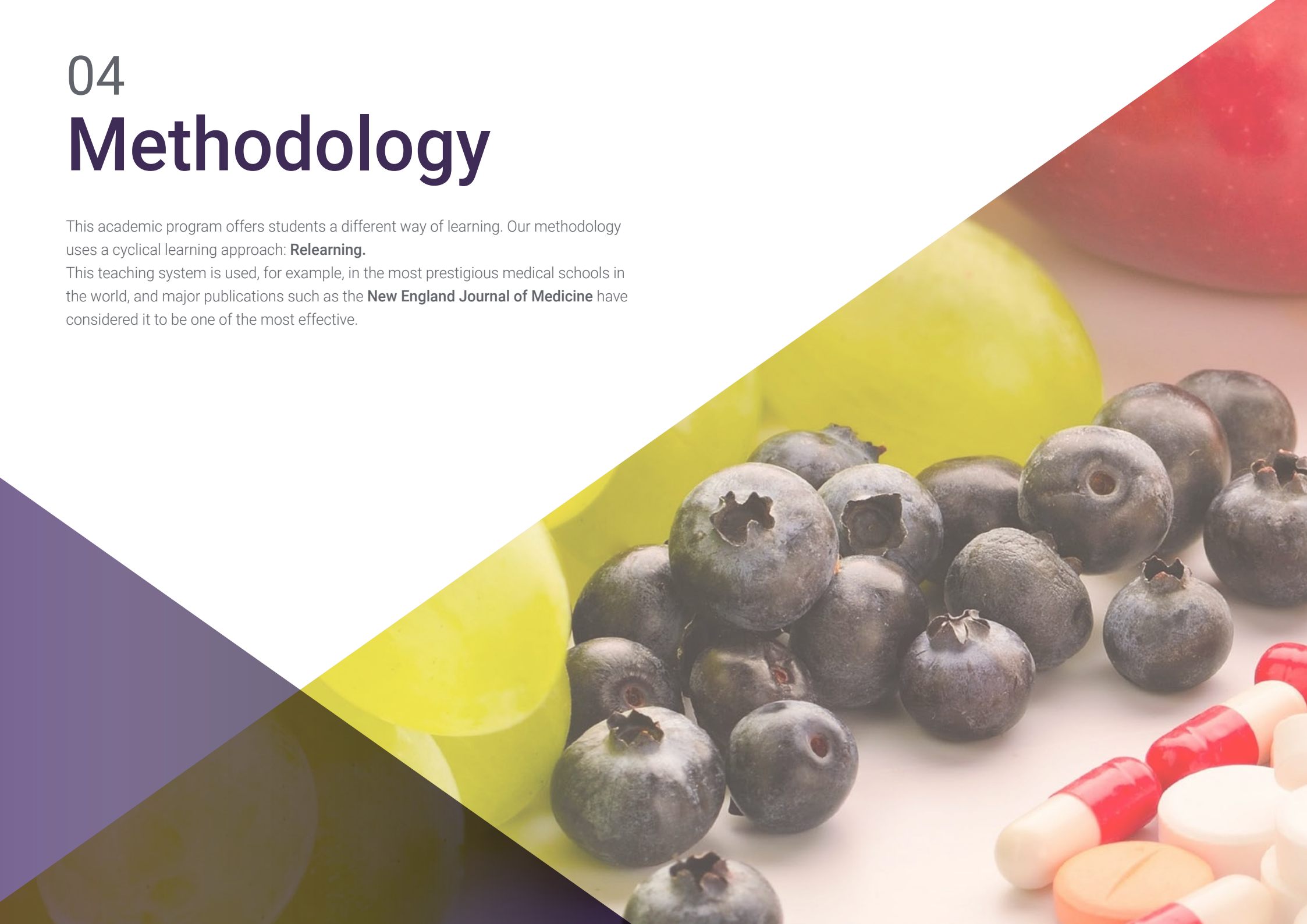
“*Reaching your goals will be possible thanks to the contents offered by this program. Don't think twice and start now*”

04

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

At TECH we use the Case Method

In a given situation, what should a professional do? Throughout the program, students will face multiple simulated clinical cases, based on real patients, in which they will have to do research, establish hypotheses, and ultimately resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method. Specialists learn better, faster, and more sustainably over time.

With TECH, nutritionists can experience a way of learning that is shaking the foundations of traditional universities around the world.



According to Dr. Gérvas, the clinical case is the annotated presentation of a patient, or group of patients, which becomes a "case", an example or model that illustrates some peculiar clinical component, either because of its teaching power or because of its uniqueness or rarity. It is essential that the case is based on current professional life, trying to recreate the real conditions of professional nutritional practice.

“

Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method”

The effectiveness of the method is justified by four fundamental achievements:

1. Nutritionists who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity through exercises to evaluate real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the nutritionist to better integrate knowledge into clinical practice.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.



Relearning Methodology

At TECH we enhance the case method with the best 100% online teaching methodology available: Relearning.

This university is the first in the world to combine the study of clinical cases with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, a real revolution with respect to the mere study and analysis of cases.

The nutritionist will learn through real cases and by solving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning.



At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

With this methodology, more than 45,000 nutritionists have been trained with unprecedented success in all clinical specialties regardless of the surgical load. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

The overall score obtained by TECH's learning system is 8.01, according to the highest international standards.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Nutrition Techniques and Procedures on Video

TECH brings students closer to the latest techniques, the latest educational advances and to the forefront of current nutritional counselling techniques and procedures. All of this in direct contact with students and explained in detail so as to aid their assimilation and understanding. And best of all, you can watch the videos as many times as you like.



Interactive Summaries

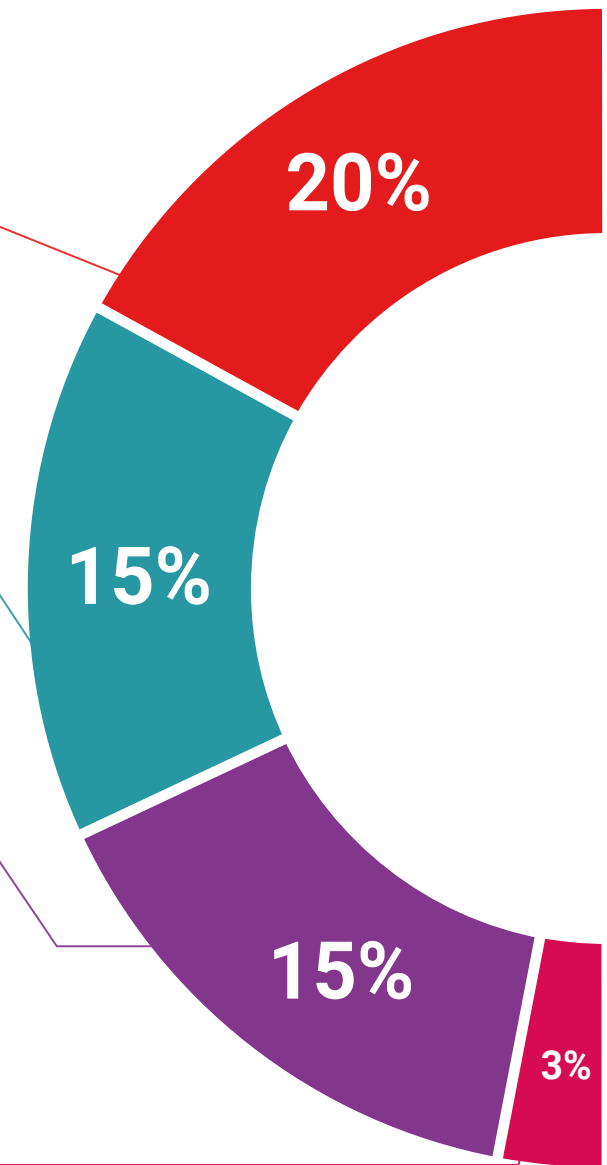
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Expert-Led Case Studies and Case Analysis

Effective learning ought to be contextual. Therefore, TECH presents real cases in which the expert will guide students, focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.



Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.
Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help students progress in their learning.



05

Certificate

The Postgraduate Certificate in Food Business and Economics guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



“

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”

This **Postgraduate Certificate in Food Business and Economics** contains the most complete and up-to-date scientific program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Food Business and Economics**

Official N° of Hours: **150 h.**



*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

future
health confidence people
education information tutors
guarantee accreditation teaching
institutions technology learning
community commitment
personalized service innovation
knowledge present quality
development languages
virtual classroom



Postgraduate Certificate Food Business and Economics

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Postgraduate Certificate

Food Business and Economics