

COURSE OF STUDY *Master degree: Food Science and Technology (LM70)*
ACADEMIC YEAR *2023-2024*
ACADEMIC SUBJECT *Economics of quality and innovation in food production systems (3 ECTS) - I. C. Economics of food production systems (6 ECTS)*

General information	
Year of the course	<i>First</i>
Academic calendar (starting and ending date)	<i>First semester (September 25th, 2023 – January 19th, 2024)</i>
Credits (CFU/ETCS):	<i>3</i>
SSD	<i>Agricultural economics and rural appraisal (AGR/01)</i>
Language	<i>Italian</i>
Mode of attendance	<i>No Compulsory</i>

Professor/ Lecturer	
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Department and address	<i>DIP. DISSPA – Università degli Studi di Bari</i>
Virtual room	<i>Microsoft Teams: code cwada9h</i>
Office Hours (and modalities: e.g., by appointment, on line, etc.)	<i>Monday to Friday by appointment</i>

Work schedule			
Hours			
Total	Lectures	Hands-on (laboratory, workshops, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
75	16	14	45
CFU/ETCS			
3	2	1	

Learning Objectives	The student will acquire knowledge and skills for a correct and effective management of quality and innovation as strategic tools to increase the competitiveness of modern food companies. In particular, the aim is to investigate the problems related to the management of information asymmetry and distortions in the consumer's perception of the quality of food products by proposing the most appropriate solutions (quality signals and quality assurance systems) according to the different structural and organizational contexts. The course also covers the sources, diffusion mechanisms and effects of innovation in food production systems as well as the main policy tools for supporting of innovative start-ups and SMEs.
Course prerequisites	There are no specific prerequisites different from those required for the access to the Master's Degree Course in Food Science and Technology.

Teaching strategies	Course topics are addressed with the aid of Power Point presentations. Classroom practice will consist in case study analysis. All the teaching material used for the lessons will be made available to the students on the Microsoft Teams platform.
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Expected learning outcomes in terms of	
Knowledge and understanding on:	<ul style="list-style-type: none"> • Knowledge of the main potentialities and problems concerning the management of quality and innovation as strategic tools to increase the competitiveness of food companies operating in the contexts of developed economies.
Applying knowledge and understanding on:	<ul style="list-style-type: none"> • Ability to critically and thoughtfully evaluate the correct implementation of concrete company strategies for quality and innovation management taking into account the structural and organizational specificities of the various food companies as well as the main context variables.
Soft skills	<ul style="list-style-type: none"> • Making informed judgments and choices: <ul style="list-style-type: none"> ○ Ability to autonomously elaborate effective solutions that allow tackling complex problems concerning the management of quality and innovation in modern food companies. • Communicating knowledge and understanding: <ul style="list-style-type: none"> ○ Ability to discuss effectively on complex issues related to the management of quality and innovation in modern food companies even within a multidisciplinary working group. • Capacities to continue learning: <ul style="list-style-type: none"> ○ Ability to deepen and update own knowledge about the management of quality and innovation as strategic tools for increasing the competitiveness of food companies.
Syllabus	
Content knowledge	<ul style="list-style-type: none"> • Importance of quality in the agri-food systems: trends in food consumption; international trade liberalization; the quality as strategic lever for competitiveness of firms. • Concept of quality: "industrial" quality; quality as "excellence"; economic quality; "Must" and "Wants" attributes of food products; search, experience and credence attributes of food products. • Quality perception: information asymmetry; adverse selection and Akerlof's model; quality cues ; case studies. • Guarantee of quality and their trademarks: producers (brand), retailers (private label); consortium (collective marks); local authorities (territorial trademarks); certification bodies; case studies. • Economics of innovation: inventions and innovations; process and product innovations; radical and incremental innovations; diffusion of innovations; effects of innovations at firm and sector levels, in short and long period; life cycle of a product; policy measures for supporting innovative Start-ups and SMEs; case studies.
Texts and readings	<ul style="list-style-type: none"> • Nomisma (2004). La qualità per competere – Nuove sfide per l'agroalimentare italiano. Agra Editrice, Roma • Peri C., Lavelli V., Marjani A. (2004). Qualità nelle aziende e nelle filiere agroalimentari. Gestione e certificazione dei sistemi per la qualità, per la rintracciabilità e per l'igiene. Hoepli, Milano • Schilling Melissa A., Francesco Izzo (2022). Gestione dell'innovazione. McGraw-Hill Education, Milano.
Notes, additional materials	<p>For more insights:</p> <ul style="list-style-type: none"> • K.G. Grunert (2005). Food quality and safety: consumer perception and demand. European Review of Agricultural Economics, Vol 32 (3), pp. 369–391
Repository	All teaching material will be available to students on web platforms (class Teams code <i>cwada9h</i>).

Assessment	
Assessment methods	<p>The exam consists of an oral dissertation on the topics developed during the theoretical and practical lectures in the classroom.</p> <p>Students may have a middle-term preliminary exam, consisting of a written test, relative to the first part of the program, which will concur to the final evaluation and will be considered valid for one academic year (Art. 4 of the Didactic Regulations of the Master's Degree Course in Food Science and Technology). The result of the mid-term exam is communicated by publication in the student's electronic register and contributes to the assessment of the profit examination by means of calculation of the weighted average.</p> <p>The exam for foreign students may be conducted in English as described above.</p>
Assessment criteria	<ul style="list-style-type: none"> • Knowledge and understanding: <ul style="list-style-type: none"> ○ Describing the main potentialities and problems concerning the management of quality and innovation as strategic tools to increase the competitiveness of food companies. • Applying knowledge and understanding: <ul style="list-style-type: none"> ○ Evaluating the correct implementation of concrete companies strategies for the management of quality and innovation by taking into account the structural and organizational specificities of the various food companies as well as the main context variables. • Autonomy of judgment: <ul style="list-style-type: none"> ○ Elaborating in a critical and pondered way reasonable and effective solutions to address concrete problems concerning the management of quality and innovation in food companies. • Communication skills: <ul style="list-style-type: none"> ○ Organizing discursively through an appropriate and correct technical language a discussion on complex issues concerning the management of quality and innovation in modern food companies. • Capacities to continue learning: <ul style="list-style-type: none"> ○ Demonstrating an adequate critical approach in identifying and arguing the main theoretical and practical limitations of the current knowledge related to management of quality and innovation in modern food companies.
Final exam and grading criteria	<p>The assessment of the student's preparation is based on predetermined criteria in accordance with the Didactic Regulations of the Master's Degree Course in Food Science and Technology (art. 4).</p> <p>The Examination Committee has a score ranging from a minimum of 18 to a maximum of 30 points for a positive assessment of the student's performance. By unanimous vote of its members, the Board may award honours in cases where the final mark is 30.</p>
Further information	