

General Information	
Academic subject	Economics and management of food companies (I. C.: Economics and politics in the food chains)
Degree course	Master programme: Food Science and Technology
ECTS credits	6 ECTS
Compulsory attendance	No
Teaching language	Italian

Subject teacher	Name Surname	Mail address	SSD
	Arturo Casieri	arturo.casieri@uniba.it	AGR/01

ECTS credits details	
Basic teaching activities	4 ECTS Lectures 2 ECTS Laboratory or field classes

Class schedule	
Period	II Semester
Course year	First
Type of class	Lecture- workshops

Time management	
Hours	150
In-class study hours	60
Out-of-class study hours	90

Academic calendar	
Class begins	5 th March 2018
Class ends	22 nd June 2018

Syllabus	
Prerequisites/requirements	
Expected learning outcomes	<p><i>Knowledge and understanding</i></p> <ul style="list-style-type: none"> ○ Knowledge of the strategic planning activities of the food firm <p><i>Applying knowledge and understanding</i></p> <ul style="list-style-type: none"> ○ Ability to apply the organizational and marketing strategies of the food firm ○ Ability to analyse the competitive context in which the food firm operates ○ Apply the organizational and marketing strategies of the food firm <p><i>Making informed judgements and choices</i></p> <ul style="list-style-type: none"> ○ Ability to correctly orientate the search for suitable solutions to efficiently manage the organizational processes of the food firm ○ Ability to properly orient the search for market channels for foodstuffs <p><i>Communicating knowledge and understanding</i></p> <ul style="list-style-type: none"> ○ Ability to explain economic planning activities with appropriate terminology to work in multidisciplinary teams <p><i>Capacities to continue learning</i></p> <ul style="list-style-type: none"> ○ Ability to deepen and update their knowledge of the dynamics of food markets and the evolution of organizational structures of food firms <p>The expected learning outcomes, in terms of both knowledge and skills, are provided in Annex A of the Academic Regulations of the</p>

	Degree in Food Science and Technology (expressed through the European Descriptors of the qualification)
Contents	<p>Economic Actors - Definition of Firm -Typologies of Firms. The basics knowledge for studying food firms in the modern economic and social context. The relationships between the food firm and others stakeholders. The social dimension of the food business system. The relationship between firm and labour. The role of stakeholders. The Relational Approach. The legal-institutional framework and governance systems of the food firm. Typologies of firms. The statutory bodies. Bank financing in the food industry; The financial requirements of agri-food firms; Financing of business projects; The competitive dimension of the food business system; The business idea. The competitive advantage. The SWOT analysis. The economic-financial dimension of the food business; Ordinary and extraordinary management. Accounting and budget items. Business Finance Items. Economic and financial results; The organizational structure of the food business. Fundamental components of the organization. The operating mechanisms. The organizational power. The basic organizational models.</p>
Course program	
Reference books	<p>Support materials</p> <ul style="list-style-type: none"> • Power Point presentations and texts utilized for lectures • La Bella A. - Battistoni E. (2008), "Economia e Organizzazione Aziendale", Apogeo, Milano. • Fontana E. (2012), Credito agrario. La valutazione finanziaria delle aziende. • Fontana E. (2015), Manuale del credito agrario. Fondamenti professionali. <p>Additional readings</p> <ul style="list-style-type: none"> • Favotto F. (2012), "Economia Aziendale", McGraw-Hill, Milano. • MintzbergH., "La progettazione dell'organizzazione aziendale", Il Mulino, Bologna. <p>Text books for foreign students:</p> <ul style="list-style-type: none"> • Dubois A., "Organising Industrial Activities Across Firm Boundaries", Routledge, 1998.
Notes	
Teaching methods	Lectures will be presented through PC assisted tools (PowerPoint), classroom exercises, use of digital tools and on-line platforms for the distribution of teaching material and case study analysis.
Evaluation methods	<p>The exam consists of an oral dissertation on the topics developed during the theoretical and theoretical-practical lectures in the classroom and in the laboratory/production plants, as reported in the Academic Regulations for the Master Degree in Food Science and Technology (article 9) and in the study plan (Annex A). Students attending at the lectures may have a middle-term preliminary exam, consisting of a oral test, relative to the first part of the program, which will concur to the final evaluation and will be considered valid for a year. The evaluation of the preparation of the student occurs on the basis of established criteria, as detailed in Annex A of the Academic Regulations for the Master Degree in Food Science and Technology.</p> <p>Non-Italian students may be examined in English language,</p>

	according to the aforesaid procedures.
Evaluation criteria	<p><i>Knowledge and understanding</i></p> <ul style="list-style-type: none"> ○ Describe how strategic planning is implemented in the food firm <p><i>Applying knowledge and understanding</i></p> <ul style="list-style-type: none"> ○ Describe how the economic environment is analysed; ○ Describe how market analysis is done ○ Describe how the economic impact of process and product innovations is assessed <p><i>Making informed judgements and choices</i></p> <ul style="list-style-type: none"> ○ Identify suitable solutions to efficiently manage the organizational processes of the food firm and to correctly orientate the search for market channels <p><i>Communicating knowledge and understanding</i></p> <ul style="list-style-type: none"> ○ Describe economic planning activities with appropriate terminology to work in multidisciplinary teams <p><i>Capacities to continue learning</i></p> <ul style="list-style-type: none"> ○ Describe the dynamics of food markets and organizational structures of food firms
Receiving times	Monday-Friday by appointment only