

| EGeneral Information | |
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| Academic subject | Economics and policies of the food system (I.C. Economics, marketing and policies of the agro-food chains) |
| Degree course | Bachelor programme: Food Science and Technology |
| ECTS credits | 6 ECTS |
| Compulsory attendance | No |
| Teaching language | Italian |

| Subject teacher | Name Surname | Mail address | SSD |
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| | Emilio De Meo | emilio.demeo@uniba.it | AGR/01 |

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

| Class schedule | |
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| Period | I semester |
| Course year | Second |
| Type of class | Lecture and workshop |

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

| Academic calendar | |
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| Class begins | September 28 th , 2020 |
| Class ends | January 22 th , 2021 |

| Syllabus | |
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| Prerequisites/requirements | The students must have good knowledge of the microeconomics |
| Expected learning outcomes | <p><i>Knowledge and understanding</i></p> <ul style="list-style-type: none"> Ability to understand the concept of agri-food system, its study methods and the policies devoted to it. <p><i>Applying knowledge and understanding</i></p> <ul style="list-style-type: none"> to describe the functioning of the markets for agri-food products. to describe the marketing issues and the policies of the food chains. <p><i>Making informed judgements and choices</i></p> <ul style="list-style-type: none"> to identify suitable solutions to improve the competitiveness of agri-food products. to identify opportunities and threats to the competitive position of agri-food products on the market. <p><i>Communicating knowledge and understanding</i></p> <ul style="list-style-type: none"> to describe economic phenomena and the main determinants of firm-owner choices and markets' mechanism. Lexical skills and technical jargon must be accomplished. <p><i>Capacities to continue learning</i></p> <ul style="list-style-type: none"> to deepen, update their knowledge, acquire data and information about the agri-food system. <p>The expected learning outcomes, in terms of both knowledge and skills, are provided in Annex A of the Academic Regulations of the Degree in Food Science and Technology (expressed through the European Descriptors of the qualification).</p> |
| Contents | The modern agro-food System in the economic context. New trends in food consumption and the concepts of quality and food safety. Tools of |

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| | analysis of the agro-food Systems: filieres, sectors, districts, vertical coordination. The agricultural sector, the industrial sector, the retail sector. Introductory marketing concepts, food packaging, product naming, food marketing, food counterfeiting and Italian Sounding. Certification of quality in agro-food industry and policies for quality. European and international agri-food policies. |
| Course program | |
| Reference books | Notes of the lectures distributed during the course. <ul style="list-style-type: none"> • Messori F., Ferretti F. "Economia del mercato dei prodotti agroalimentari", Il Sole 24 Ore Edagricole, 2010 • Mariani A., Viganò E., "Il sistema agroalimentare dell'Unione Europea", Carocci, Milano, 2002 • Malassis L., Ghersi G. "Introduzione all'economia agroalimentare", Il Mulino, Bologna, 1995 • Fanfani R. "Il Sistema agroalimentare in Italia", Edagricole, Milano, 2009 |
| Notes | |
| Teaching methods | Lectures will be presented through PC assisted tools (Powerpoint, Adobe Acrobat, etc.), slide projector, readings from scientific journals. During the course will be conducted case studies and testimonies by the stakeholders of the agri-food system. Papers and Slides will be shared at this link: http://www.uniba.it/docenti/de-meo-emilio/attivita-didattica |
| Evaluation methods | 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 written 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 B of the Academic Regulations for the Master Degree in Food Science and Technology. Non-Italian students may be examined in English language, according to the aforesaid procedures. |
| Evaluation criteria | <p><i>Knowledge and understanding</i></p> <ul style="list-style-type: none"> ○ To clearly describe agrifood system and its functioning through basic models. <p><i>Applying knowledge and understanding</i></p> <ul style="list-style-type: none"> ○ To describe current market's mechanisms and individuals' behaviour within agro-food sector. Analyses will be developed taking into consideration key aspects of the above mentioned basic models <p><i>Making informed judgements and choices</i></p> <ul style="list-style-type: none"> ○ Ability to grasp elements leading to the enhancement of agro-food firms' competitiveness. <p><i>Communicating knowledge and understanding</i></p> <ul style="list-style-type: none"> ○ To properly describe agro-food market and economic-related phenomena with the final aim of understanding menaces, improvement chances and nexus between causes and final results <p><i>Capacities to continue learning</i></p> <ul style="list-style-type: none"> ○ To disentangle actual economic circumstances, deriving autonomously considerations even focusing on new sources. |

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| Receiving times | all afternoons by previous agreement by e-mail |
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