

General information	
Academic subject	<b><i>Economics and policies of the food system (I.C. Economics, marketing and policy of agro-food supply chains)</i></b>
Degree course	<i>Food Science and Technology (L26)</i>
Academic Year	<i>First</i>
European Credit Transfer and Accumulation System (ECTS)	6 ECTS
Language	<i>Italian</i>
Academic calendar (starting and ending date)	<i>March 13<sup>th</sup>, 2023 – June 16<sup>th</sup>, 2023</i>
Attendance	<i>No Compulsory</i>

Professor/ Lecturer	
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Department and address	<i>DiSAAT</i>
Virtual headquarters	<i>Microsoft Teams</i>
Tutoring (time and day)	Monday-Friday 15.00-18.00 by appointment via email

Syllabus	
<b>Learning Objectives</b>	<i>The course aims to guide the student to understand the structure and dynamic aspects of food chains through the analysis of the characteristics of the actors operating in the different phases of the supply chains, as well as the methods of interaction, and the evolution of the demand for food in relation to the new needs of consumers. Furthermore, in the context of EU policies and WTO regulations, the problem of public intervention will be addressed, for which the function of correcting market failures is becoming increasingly important, in order to guarantee health protection, freedom of choice and environmental protection.</i>
<b>Course prerequisites</b>	<i>Requires knowledge of microeconomics.</i>
<b>Contents</b>	<i>The modern agro-food System in the economic context. New trends in food consumption and the concepts of quality and food safety. Tools of 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.</i>
<b>Books and bibliography</b>	<ul style="list-style-type: none"> <li>• Crea. "Annuario dell'agricoltura italiana 2020", Roma 2021. <a href="https://www.crea.gov.it/documents/68457/0/Annuario_CREA_2020_Volume_LXXI_V+%282%29.pdf/f393ce49-fe05-0a25-8958-8e9dcca0c213?t=1643976877270">https://www.crea.gov.it/documents/68457/0/Annuario_CREA_2020_Volume_LXXI_V+%282%29.pdf/f393ce49-fe05-0a25-8958-8e9dcca0c213?t=1643976877270</a></li> <li>• Messori F., Ferretti F. "Economia del mercato dei prodotti agroalimentari", Il Sole 24 Ore Edagricole, 2010</li> <li>• Mariani A., Viganò E., "Il sistema agroalimentare dell'Unione Europea", Carocci, Milano, 2002</li> <li>• Malassis L., Ghersi G. "Introduzione all'economia agroalimentare", Il Mulino, Bologna, 1995</li> <li>• Fanfani R. "Il Sistema agroalimentare in Italia", Edagricole, Milano, 2009.</li> </ul>
<b>Additional materials</b>	<i>Notes, slides and other bibliographic materials will be furnished during the course</i>

Work schedule			
Total	Lectures	Hands on (Laboratory, working groups, seminars, field trips)	Out-of-class study hours/Self-study hours

Hours			
150	32	28	90
ECTS			
6	4	2	
<b>Teaching strategy</b>	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. Lecture notes and educational supplies will be provided by means of online platforms.		
<b>Expected learning outcomes</b>	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)		
<b>Knowledge and understanding on:</b>	<ul style="list-style-type: none"> <li>○ Ability to understand the concept of agri-food system, its study methods and the policies devoted to it.</li> </ul>		
<b>Applying knowledge and understanding on:</b>	<ul style="list-style-type: none"> <li>○ Ability to describe the functioning of the markets for agri-food products.</li> <li>○ Ability to describe the marketing issues and the policies of the food chains.</li> </ul>		
<b>Soft skills</b>	<ul style="list-style-type: none"> <li>• <i>Making informed judgments and choices</i> <ul style="list-style-type: none"> <li>○ The students will acquire adequate skills and ability to identify suitable solutions to improve the competitiveness of agri-food products.</li> <li>○ The students will acquire adequate skills and ability to identify opportunities and threats to the competitive position of agri-food products on the market.</li> </ul> </li> <li>• <i>Communicating knowledge and understanding</i> <ul style="list-style-type: none"> <li>○ The students will acquire adequate skills and communication ability to describe economic phenomena and the main determinants of firm-owner choices and markets' mechanism. Lexical skills and technical jargon must be accomplished.</li> </ul> </li> <li>• <i>Capacities to continue learning</i> <ul style="list-style-type: none"> <li>○ The students will acquire skills to deepen, update their knowledge, acquire data and information about the agri-food system.</li> </ul> </li> </ul>		
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).			

Assessment and feedback	
Methods of assessment	<p>The exam consists of an oral dissertation on the topics developed during the theoretical and exercises in the classroom, as reported in the Academic Regulations for the Bachelor Degree in Food Science and Technology (article 9) and in the study plan (Annex A).</p> <p>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.</p> <p>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 Bachelor's degree in food science and Technology.</p> <p>Non-Italian students may be examined in English language, according to the aforesaid procedures..</p>
Evaluation criteria	<ul style="list-style-type: none"> <li>• <i>Knowledge and understanding</i> <ul style="list-style-type: none"> <li>○ The student will be able know and describe the concept of agri-food system, its study methods and the policies devoted to it.</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>• <i>Applying knowledge and understanding</i> <ul style="list-style-type: none"> <li>○ Describe the functioning of the markets for agri-food products and the marketing issues and the policies of the food chains.</li> </ul> </li> <li>• <i>Autonomy of judgment</i> <ul style="list-style-type: none"> <li>○ The student will be able Identify the most suitable solutions to improve the competitiveness of agri-food products and the opportunities and threats for the competitive positioning of agri-food companies on the market.</li> </ul> </li> <li>• <i>Communicating knowledge and understanding</i> <ul style="list-style-type: none"> <li>○ The student will describe economic phenomena and the main determinants of firm-owner choices and markets' mechanism. Lexical skills and technical jargon must be accomplished.</li> </ul> </li> <li>• <i>Communication skills</i> <ul style="list-style-type: none"> <li>○ The student will be evaluated considering the use of appropriate technical language.</li> </ul> </li> <li>• <i>Capacities to continue learning</i> <ul style="list-style-type: none"> <li>○ The students will be also evaluated considering the capacity to deepen and update their knowledge acquire data and information about the agri-food system.</li> </ul> </li> </ul>
Criteria for assessment and attribution of the final mark	The evaluation criteria that contribute to the attribution of the final mark will be: knowledge and understanding, the ability to apply knowledge, autonomy of judgment, i.e. the ability to criticize and formulate judgments, communication skills
<b>Additional information</b>	