General Information	
Academic subject	Economics of quality and innovation in food production systems (I. C.: Economics of food production systems)
Degree course	Master programme: Food Science and Technology
ECTS credits	3 ECTS
Compulsory attendance	No
Teaching language	Italian

Subject teacher	Name Surname	Mail address	SSD
	Domenico Carlucci	domenico.carlucci@uniba.it	AGR/01

ECTS credits details		
Basic teaching activities	2.5 ECTS Lectures	0.5 ECTS Laboratory or field classes

Class schedule	
Period	I semester
Course year	First
Type of class	Lectures, workshops

Time management	
Hours	75
In-class study hours	27
Out-of-class study hours	48

Academic calendar	
Class begins	September 27th, 2021
Class ends	January 21nd, 2022

Syllabus	
Prerequisites/requirements	Base knowledge of production economics and agri-food markets
Expected learning outcomes	*Knowledge and understanding* ○ Knowledge about the importance of quality and innovation as strategic tools for increasing the competitiveness of companies operating in food chains *Applying knowledge and understanding* ○ Ability to assess properly specific implementations of systems for quality and innovation, according to the different structural and organizational contexts of food chains *Making informed judgements and choices* ○ Ability to contribute effectively to the solution of complex issues related to the management of quality and innovation in modern companies operating in the food chains *Communicating knowledge and understanding* ○ 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* ○ Ability to deepen and update own knowledge about quality and innovation as strategic tools for increasing the competitiveness of companies operating in food chains The expected learning outcomes, in terms of knowledge and ability, are detailed in the Regulation of Master in Food Science and Technology - Annex A (expressed by European descriptors).
Contents	- Importance of quality in the agri-food system: trends in food

	consumption; international trade liberalization;; quality as a strategic lever for competitiveness of firms. - Concept of quality: "industrial" quality; quality as "excellence"; economic quality; quality of agri-food products ("Must" and "Wants" attributes; search, experience and credence attributes) - Quality perception: information asymmetry; adverse selection and Akerlof's model; quality cues (recognition, communication and credibility); 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
Course program	
Reference books	- Notes of the lectures - Didactic material provided by the teacher - Nomisma (2003). La qualità per competere – Nuove sfide per l'agroalimentare italiano. Agra Editrice, Roma - Peri C., Lavelli V., Mariani 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 - Malerba F. (2003). Economia dell'innovazione. Carocci Editore, Roma - K.G. Grunert (2005). Food quality and safety: consumer perception and demand. European Review of Agricultural Economics, Vol 32 (3), pp. 369–391
Notes	
Teaching methods	The course topics will be handled with the help of Power Point presentations. Theoretical discussion will be accompanied by the illustration of specific case studies. For teaching / student communication and exchange of teaching materials, online platforms will be used (edmodo, google drive)
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 an 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	*Knowledge and understanding* ○ Being able to adequately argue the importance of quality and innovation as strategic tools for increasing the competitiveness of companies operating in food chains *Applying knowledge and understanding*

	○ Being able to correctly contextualize real issues related to the management of quality and innovation in companies operating in the food chains *Making informed judgements and choices* ○ Introducing reasonable hypotheses for solving possible problems related to the management of quality and innovation in companies operating in food chains *Communicating knowledge and understanding* ○ Using technical language properly and correctly in discussing issues related to the management of quality and innovation in companies operating in food chains *Capacities to continue learning* ○ Demonstrating a sufficient critical approach in identifying and arguing the theoretical and practical limitations of the current knowledge on quality and innovation management in companies operating in food chains
Receiving times	From Monday to Friday by appointment only