

General information	
Academic subject	Economics of quality and innovation in food production systems (I. C.: Economics of food production systems)
Degree course	<i>Food Science and Technology (LM70)</i>
Academic Year	<i>First</i>
European Credit Transfer and Accumulation System (ECTS)	3 ECTS
Language	<i>Italian</i>
Academic calendar (starting and ending date)	<i>September 26th, 2022 – January 20th, 2023</i>
Attendance	<i>No Compulsory</i>

Professor/ Lecturer	
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Virtual headquarters	Microsoft Teams
Tutoring (time and day)	Monday-Friday 9.00-13.00

Syllabus	
Learning Objectives	<i>The student will acquire knowledges and skills for a correct management of quality and innovation as strategic tools for increasing the competitiveness of companies operating in food chains.</i>
Course prerequisites	<i>Base knowledge of production economics and agri-food markets</i>
Contents	<ul style="list-style-type: none"> - <i>Importance of quality in the agri-food system: trends in food consumption; international trade liberalization; quality as a strategic lever for competitiveness of firms.</i> - <i>Concept of quality: "industrial" quality; quality as "excellence"; economic quality; quality of agri-food products ("Must" and "Wants" attributes; search, experience and credence attributes)</i> - <i>Quality perception: information asymmetry; adverse selection and Akerlof's model; quality cues (recognition, communication and credibility); case studies</i> - <i>Guarantee of quality and their trademarks: producers (brand), retailers (private label); consortium (collective marks); local authorities (territorial trademarks); certification bodies; case studies</i> - <i>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</i>
Books and bibliography	<ul style="list-style-type: none"> - <i>Nomisma (2003). La qualità per competere – Nuove sfide per l'agroalimentare italiano. Agra Editrice, Roma</i> - <i>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</i> - <i>Malerba F. (2003). Economia dell'innovazione. Carocci Editore, Roma</i> - <i>K.G. Grunert (2005). Food quality and safety: consumer perception and demand. European Review of Agricultural Economics, Vol 32 (3), pp. 369–391</i>
Additional materials	<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			
75	16	14	45
ECTS			
3	2	1	
Teaching strategy		Lectures will be presented through PC assisted tools (PowerPoint, video). Practical activities will be experienced by case studies examination. Lecture notes and educational supplies will be provided by means of online platforms	
Expected learning outcomes		The expected learning outcomes, in terms of both knowledge and skills, are provided in Annex A of the Academic Regulations of the Master Degree in Food Science and Technology (expressed through the European Descriptors of the qualification)	
Knowledge and understanding on:		<ul style="list-style-type: none"> ○ 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 on:		<ul style="list-style-type: none"> ○ Ability to assess properly specific implementations of systems for quality and innovation, according to the different structural and organizational contexts of food chains 	
Soft skills		<ul style="list-style-type: none"> ● <i>Making informed judgments and choices</i> <ul style="list-style-type: none"> ○ 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 ● <i>Communicating knowledge and understanding</i> <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 ● <i>Capacities to continue learning</i> <ul style="list-style-type: none"> ○ 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 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 theoretical-practical lectures in the classroom as reported in the Academic Regulations for the Master 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 Master Degree in Food Science and Technology.</p> <p>The foreign student's profit test can be done in English in the way described above.</p>

<p>Evaluation criteria</p>	<ul style="list-style-type: none"> • <i>Knowledge and understanding</i> <ul style="list-style-type: none"> ○ Being able to adequately argue the importance of quality and innovation as strategic tools for increasing the competitiveness of companies operating in food chains • <i>Applying knowledge and understanding</i> <ul style="list-style-type: none"> ○ Being able to correctly contextualize real issues related to the management of quality and innovation in companies operating in the food chains • <i>Autonomy of judgment</i> <ul style="list-style-type: none"> ○ Introducing reasonable hypotheses for solving possible problems related to the management of quality and innovation in companies operating in food chains • <i>Communicating knowledge and understanding</i> <ul style="list-style-type: none"> ○ Using technical language properly and correctly in discussing issues related to the management of quality and innovation in companies operating in food chains • <i>Capacities to continue learning</i> <ul style="list-style-type: none"> ○ 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
<p>Criteria for assessment and attribution of the final mark</p>	<p>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</p>
<p>Additional information</p>	