

General Information	
Academic subject	Principles of production economics (I.C. Economics, Marketing and Policies of the Food Chain)
Degree course	Bachelor programme: Food Science and Technology
ECTS credits	3 ECTS
Compulsory attendance	No
Teaching language	Italian

Subject teacher	Name Surname	Mail address	SSD
	<b>Annalisa De Boni</b>	annalisa.deboni@uniba.it	AGR/01

ECTS credits details	
Basic teaching activities	2 ECTS Lectures   1 ECTS Laboratory or field classes

Class schedule	
Period	II semester
Course year	First
Type of class	Lecture and workshop-

Time management	
Hours	75
In-class study hours	30
Out-of-class study hours	45

Academic calendar	
Class begins	March, 1 <sup>st</sup> , 2021
Class ends	June 11, 2021

Syllabus	
Prerequisites/requirements	Successful course attendance requires knowledge of the following topics: elementary calculus, equations and inequalities (linear and quadratic), analytic geometry, solution of elementary linear systems.
Expected learning outcomes	<p><i>Knowledge and understanding</i></p> <ul style="list-style-type: none"> <li>○ To grasp foundational economic principles ruling individuals and markets dynamics</li> </ul> <p><i>Applying knowledge and understanding</i></p> <ul style="list-style-type: none"> <li>○ To recognize nowadays pivotal economic phenomena</li> <li>○ To analyze firms and individuals' behaviour</li> <li>○ To describe functioning of agro-food products markets</li> </ul> <p><i>Making informed judgements and choices</i></p> <ul style="list-style-type: none"> <li>○ To find suitable solutions aimed to increase competitiveness of agro-food products</li> <li>○ To stress threats and elements that could slow-down firms' competitiveness</li> </ul> <p><i>Communicating knowledge and understanding</i></p> <ul style="list-style-type: none"> <li>○ 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> <p><i>Capacities to continue learning</i></p> <ul style="list-style-type: none"> <li>○ Students must be able to deepen their knowledges and acquire new one through data's research, dealing with entrepreneur's decisions and optimal allocation of resources.</li> </ul> <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</p>

	Food Science and Technology (expressed through the European Descriptors of the qualification)
Contents	
Course program	Market equilibria. The demand and supply functions Consumer behaviour in the market. The utility function. Aggregating across consumers. Basic assumption on the production sets. Factor prices and cost functions. Average and marginal costs. Long-run and short-run cost curves. Profit maximization : properties of the profit function. The profit maximization problem in competitive markets, Monopoly, oligopoly. Game theory.
Reference books	<ul style="list-style-type: none"> <li>• Notes of the lectures distributed during the course.</li> <li>• Michael C. Blad; Hans Keiding-Microeconomics- Institutos, equilibrium and Optimality-North-Holland 1990</li> <li>• Hal R. Varian. Microeconomic Analysis-Norton Third edition</li> </ul>
Notes	
Teaching methods	Lectures will be presented through PC assisted tools (Powerpoint, Adobe Acrobat, etc.), slide projector, readings from scientific journals. Papers and Slides will be shared by the digital hub "Google drive"
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 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 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	<p><i>Knowledge and understanding</i></p> <ul style="list-style-type: none"> <li>○ To clearly describe microeconomic phenomena and their functioning through basic models.</li> </ul> <p><i>Applying knowledge and understanding</i></p> <ul style="list-style-type: none"> <li>○ Ability to analyse entrepreneurial behaviour by interpreting it in the light of microeconomic models.</li> </ul> <p><i>Making informed judgements and choices</i></p> <ul style="list-style-type: none"> <li>○ Ability to identify obstacles and drivers improving the agri-food enterprises competitiveness of and to suggest path for developments.</li> </ul> <p><i>Communicating knowledge and understanding</i></p> <ul style="list-style-type: none"> <li>○ Ability to use appropriate technical language to describe the economic phenomena that characterize the agri-food market, highlighting their specificities within the general economic context</li> </ul> <p><i>Capacities to continue learning</i></p> <ul style="list-style-type: none"> <li>○ Ability and autonomy in the analysis of the concrete phenomena of the agri-food market and in the deepening and updating of knowledge using additional available sources</li> </ul>
Receiving times	all afternoons by previous agreement by e-mail