

General Information	
Academic subject	Economy principles of food production (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	I semester
Course year	Second
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	September 30 <sup>th</sup> , 2019
Class ends	January 17 <sup>th</sup> , 2020

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 Food Science and Technology (expressed through the European</p>

	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</li> <li>• Hal R. Varian. Microeconomic Analysis-Norton</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>○ 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</li> </ul> <p><i>Making informed judgements and choices</i></p> <ul style="list-style-type: none"> <li>○ Ability to grasp elements leading to the enhancement of agro-food firms' competitiveness.</li> </ul> <p><i>Communicating knowledge and understanding</i></p> <ul style="list-style-type: none"> <li>○ 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</li> </ul> <p><i>Capacities to continue learning</i></p> <ul style="list-style-type: none"> <li>○ To disentangle actual economic circumstances, deriving autonomously considerations even focusing on new sources.</li> </ul>
Receiving times	all afternoons by previous agreement by e-mail