

General Information	
Academic subject	Principles of production and food market economics
Degree course	Food Science and Technology
Curriculum	
ECTS credits	3
Compulsory attendance	No
Language	Italian

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

ECTS credits details	3		
Basic teaching activities	Economics		

Class schedule	
Period	2° semester
Year	1 st year
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	1st March 2022
Class ends	17 June 2022

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 (according to Dublin Descriptors) (it is recommended that they are congruent with the learning outcomes contained in A4a, A4b, A4c tables of the SUA-CdS)	<p><i>Knowledge and understanding</i></p> <ul style="list-style-type: none"> To grasp foundational economic principles ruling individuals and markets dynamics <p><i>Applying knowledge and understanding</i></p> <ul style="list-style-type: none"> To recognize nowadays pivotal economic phenomena To analyse firms and individuals' behaviour To describe functioning of agro-food products markets <p><i>Making informed judgements and choices</i></p> <ul style="list-style-type: none"> To find suitable solutions aimed to increase competitiveness of agro-food products To stress threats and elements that could slow-down firms' competitiveness <p><i>Communicating knowledge and understanding</i></p> <ul style="list-style-type: none"> To describe economic phenomena and the main determinants of firm-owner choices and markets' mechanism. Lexical skills and technical jargon must be accomplished. <p><i>Capacities to continue learning</i></p>

	<ul style="list-style-type: none"> ○ 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.
Contents	<ul style="list-style-type: none"> •
Course program	<p>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.</p>
Bibliography	<ul style="list-style-type: none"> • Notes of the lectures distributed during the course. <ul style="list-style-type: none"> • Michael C. Blad; Hans Keiding-Microeconomics-Institutios, equilibrium and Optimality-North-Holland • Hal R. Varian. Microeconomic Analysis-Norton
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"
Assessment methods (indicate at least the type written, oral, other)	Students enrolled in the academic year in which the subject course is set, will be allowed to attend a written mid-term exam. The test will cover topics developed during lectures before the test day. Test result will be evaluated on a thirty points scale, and will be considered valid within an academic year. Topics developed from mid term exam until the end of lectures will be part of the oral exam at the end of the course. Final evaluation will result from the average score of the two parts.
Evaluation criteria (Explain for each expected learning outcome what a student has to know, or is able to do, and how many levels of achievement there are.	<p><i>Knowledge and understanding</i> To clearly describe microeconomic phenomena and their functioning through basic models.</p> <p><i>Applying knowledge and understanding</i> 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</p> <p><i>Making informed judgements and choices</i></p> <ul style="list-style-type: none"> • Capacità di individuare percorsi di miglioramento e strumenti per incrementare la competitività delle imprese agroalimentari. • Ability to grasp elements leading to the enhancement of agro-food firms' competitiveness. <p><i>Communicating knowledge and understanding</i></p>

	<p>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</p> <p><i>Capacities to continue learning</i></p> <p>.To disentangle actual economic circumstances, deriving autonomously considerations even focusing on new sources.</p>
Further information	Official visiting hours. All afternoons by previous agreement by e-mail