



UNIVERSITÀ  
DEGLI STUDI DI BARI  
ALDO MORO

DIPARTIMENTO DI  
SCIENZE DEL SUOLO, DELLA  
PIANTA E DEGLI ALIMENTI

LAUREA MAGISTRALE IN  
MEDICINA DELLE PIANTE  
INTERNATIONAL JOINT MASTER DEGREE IN  
PLANT MEDICINE



General information	
Academic subject	<b>Quality certification systems (Module of I.C. Standards on quality)</b> Sistemi di certificazione della qualità (modulo del C.I. Norme sulla qualità)
Degree course	International Joint Master degree in Plant Medicine (LM69)
Academic Year	Second
European Credit Transfer and Accumulation System (ECTS)	3
Language	Italian
Academic calendar (starting and ending date)	II semester (27 <sup>th</sup> February 2023 – 16 <sup>th</sup> June 2023)
Attendance	Optional

Professor/ Lecturer	
Name and Surname	<b>Luigi ROSELLI</b>
E-mail	<a href="mailto:luigi.roselli@uniba.it">luigi.roselli@uniba.it</a>
Telephone	+39 0805442883
Department and address	2 <sup>o</sup> floor, 4 <sup>o</sup> building - ex Faculty of Agriculture
Virtual headquarters	Microsoft Teams Class (code: xxen736)
Tutoring (time and day)	Tuesday, Wednesday and Thursday, from 4.00 pm to 6.00 pm, by appointment.  Tutoring is also provided through Microsoft Teams.

Syllabus	
<b>Learning Objectives</b>	The course aims to provide basic knowledge about the certified quality as a tool to improve the competitiveness of farms and the main quality standards applicable to crop production.
<b>Course prerequisites</b>	Basic principles of economics and agricultural economics
<b>Contents</b>	<ol style="list-style-type: none"> <li><b>Relevance of quality in the agri-food system:</b> trends in food consumption; international trade liberalization; recent CAP's reforms; quality as a strategic lever for competitiveness of firms.</li> <li><b>Notion of quality:</b> "industrial" quality; quality as "excellence"; a modern and shared meaning of quality; quality of agri-food products ("Must" and "Wants" attributes; search, experience and credence attributes).</li> <li><b>Quality perception:</b> information asymmetry, adverse selection, Akerlof's model; quality signals (recognition, communication and credibility), "declared" and "regulated" quality; construction of quality (actors and relationships); quality certification systems.</li> <li><b>Compulsory regulations and main quality certification schemes for crop productions:</b> compulsory food safety standards (hygiene of foodstuffs, traceability); voluntary public standards (PDO, PGI, TSG, DOCG, DOC, IGT, Organic); voluntary private standards (ISO 9001, ISO 14001, ISO 22000, BRC, IFS, GLOBALGAP).</li> </ol>
<b>Books and bibliography</b>	<ul style="list-style-type: none"> <li>Van der Meulen B. (2014). EU Food Law Handbook, European Institute for Food Law, Wageningen</li> <li>Luning P.A. and Marcelis W.J. (2009). Food quality management. Technological and managerial principles and practices, Wageningen Academic Publishers, Wageningen</li> </ul>
<b>Additional materials</b>	



UNIVERSITÀ  
DEGLI STUDI DI BARI  
ALDO MORO

DIPARTIMENTO DI  
SCIENZE DEL SUOLO, DELLA  
PIANTA E DEGLI ALIMENTI

LAUREA MAGISTRALE IN  
MEDICINA DELLE PIANTE  
INTERNATIONAL JOINT MASTER DEGREE IN  
PLANT MEDICINE



Work schedule			
Total	Lectures	Hands on (Laboratory, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
<b>Hours</b>			
75	16	14	45
<b>ECTS</b>			
3	2	1	
<b>Teaching strategy</b>		Lectures will be given through PC assisted tools (PowerPoint) and slide projector. Some lectures will be prepared starting from the presentation of one or more students based on readings of pre-assigned texts. Upon request, all students will be provided with a full copy of the presentations and documents used during practicals. The teaching course is not delivered in e-learning mode.	
<b>Expected learning outcomes</b>			
<b>Knowledge and understanding on:</b>		<ul style="list-style-type: none"> <li>○ Knowledge of the concept of quality applied to agro-food products and its importance as a lever to enhance the competitiveness of agri-food businesses;</li> <li>○ Knowledge of the quality certification schemes of interest for farmers involved in crop productions.</li> </ul>	
<b>Applying knowledge and understanding on:</b>		<ul style="list-style-type: none"> <li>○ Ability to start implementing and controlling the main quality certification schemes for crop productions.</li> </ul>	
<b>Soft skills</b>		<ul style="list-style-type: none"> <li>• <i>Making informed judgments and choices</i> <ul style="list-style-type: none"> <li>○ Ability to evaluate, through a critical approach, the strategic importance of quality certification schemes depending on the various structural and organizational contexts in which farms operate.</li> </ul> </li> <li>• <i>Communicating knowledge and understanding</i> <ul style="list-style-type: none"> <li>○ Ability to communicate the key elements of the main quality standards and how to implement them.</li> </ul> </li> <li>• <i>Capacities to continue learning</i> <ul style="list-style-type: none"> <li>○ Ability to acquire the future modification on the quality certification schemes of crop productions.</li> </ul> </li> </ul>	
<b>Assessment and feedback</b>			
Methods of assessment		<p>For students enrolled in the year in which the lectures are given there will be a midterm test. This midterm test is carried out in oral form on the topics developed during the lectures. The evaluation is awarded in thirtieths and the achievement of a minimum mark of 18/30 is needed. The mark of the midterm test contributes to the final mark, but only within one academic year.</p> <p>The exam consists of an oral test on the topics developed during the lectures, both theoretical and practical, with the aim to verify the acquired knowledge and the ability to face practical issues.</p> <p>A minimum of 2 questions will be proposed to the student; one of them will regard general aspects of quality in the agri-food system, one of them will regard compulsory rules and main quality certification schemes.</p> <p>The evaluation of the student's preparation is done based on established criteria, as detailed in Annex A of the Teaching Regulations of the Master Programme in</p>	



UNIVERSITÀ  
DEGLI STUDI DI BARI  
ALDO MORO

DIPARTIMENTO DI  
SCIENZE DEL SUOLO, DELLA  
PIANTA E DEGLI ALIMENTI

LAUREA MAGISTRALE IN  
MEDICINA DELLE PIANTE  
INTERNATIONAL JOINT MASTER DEGREE IN  
PLANT MEDICINE



	<p>PLANT MEDICINE (art. 9).</p> <p>The evaluation of the Foreign students' preparation can be made by written test.</p>
Evaluation criteria	<ul style="list-style-type: none"> <li>• <i>Knowledge and understanding</i> <ul style="list-style-type: none"> <li>○ Knowledge of the meaning of quality applied to agri-food products and explain the importance of quality as a lever to enhance the competitiveness of agri-food businesses;</li> <li>○ Knowledge of the main features of quality certification schemes of interest for farmers involved in crop productions.</li> </ul> </li> <li>• <i>Applying knowledge and understanding</i> <ul style="list-style-type: none"> <li>○ Knowledge about how to implement the main quality certification schemes for crop productions.</li> </ul> </li> <li>• <i>Autonomy of judgment</i> <ul style="list-style-type: none"> <li>○ Ability to evaluate the strategic importance of the quality standards according to the various structural and organizational contexts in which agro-food businesses operate.</li> </ul> </li> <li>• <i>Communicating knowledge and understanding</i> <ul style="list-style-type: none"> <li>○ Ability to communicate the features that characterize the main quality standards of crop productions.</li> </ul> </li> <li>• <i>Capacities to continue learning</i> <ul style="list-style-type: none"> <li>○ Ability to apply the skills acquired to learn the advancement of quality certification schemes of crop productions.</li> </ul> </li> </ul>
Criteria for assessment and attribution of the final mark	<p>The final mark is awarded in thirtieths. The exam is passed when the mark is greater than or equal to 18.</p>
<b>Additional information</b>	