

COURSE OF STUDY *Master Degree: Plant Medicine (LM69)*

ACADEMIC YEAR 2023-2024

ACADEMIC SUBJECT *Quality certification systems - 3 ECTS (I.C. Quality and marketing of vegetable production - 9 ECTS)*

General information	
Year of the course	Second
Academic calendar (starting and ending date)	Second semester (February 26 th , 2024 – June 14 th , 2024)
Credits (CFU/ECTS):	3
SSD	Agricultural economics (AGR/01)
Language	Italian
Mode of attendance	No Compulsory

Professor/ Lecturer	
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Department and address	Sezione di Economia Agraria 2° piano, 4a scala del complesso ex Facoltà di Agraria
Virtual headquarters	Teams: xxen736
Tutoring (time and day)	From Monday to Friday 16.00-18.00, by appointment only, in presence or on Teams

Syllabus	
Learning Objectives	The student will acquire basic knowledge and skills about certified quality as a tool for the competitiveness of farms and the main quality standards applicable to crop production.
Course prerequisites	Basic principles of economics and agricultural economics.
Contents	<ul style="list-style-type: none"> • Relevance of quality in the agro-food system: trends in food consumption; international trade liberalization; recent CAP's reforms; quality as a strategic lever for competitiveness of firms. • Notion of quality: "industrial" quality; quality as "excellence"; a modern and shared meaning of quality; quality of agro-food products ("Must" and "Wants" attributes; search, experience and credence attributes). • Quality perception: 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. • Compulsory regulations and main quality certification schemes for crop productions: 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).
Books and bibliography	– Van der Meulen B. (2014). EU Food Law Handbook, European Institute for

	Food Law, Wageningen – Luning P.A. and Marcelis W.J. (2009). Food quality management. Technological and managerial principles and practices, Wageningen Academic Publishers, Wageningen
Additional materials	Lecture notes and documents for exercise will be provided during the course.
Syllabus	All teaching material will be available to students on a web platform (class Teams code xxen736)

Work schedule			
Hours			
Total	Lectures	Hands-on (laboratory, workshops, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
75	16	14	45
ETCS			
3	2	1	

Teaching strategies	The teaching activity, divided into theoretical lessons and classroom exercises, represents the main teaching method. The theoretical lessons are supplemented by the illustration of practical examples. The exercise activities are based on group work for giving a presentation on specific material provided by the teacher or proposed by the students. The topics of the course are covered with the help of Power Point presentations.
Expected learning outcomes in terms of	
Knowledge and understanding on:	<ul style="list-style-type: none"> • Knowledge of the concept of quality applied to agro-food products and its importance as a lever to enhance the competitiveness of farms and agro-food businesses; • Knowledge of the quality certification schemes of interest for farmers involved in crop productions.
Applying knowledge and understanding on:	<ul style="list-style-type: none"> • Ability to start implementing and controlling the main quality certification schemes for crop productions.
Soft skills	<ul style="list-style-type: none"> • Making informed judgments and choices <ul style="list-style-type: none"> ○ 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. • Communicating knowledge and understanding <ul style="list-style-type: none"> ○ Ability to communicate the key elements of the main quality standards and their implementation. • Capacities to continue learning <ul style="list-style-type: none"> ○ Ability to acquire the amendments of regulations on the quality certification schemes of crop productions.

Assessment and feedback	
Methods of assessment	The exam consists of an oral dissertation on the topics developed during the theoretical and theoretical-practical lectures in the classroom. Students attending at the lectures may take a middle-term exam, which consists of a written test with both closed-ended and open-ended questions. The middle-term exam lasts one hour and will be evaluated out of thirty. In case of a positive outcome of the middle-term exam (a grade equal or higher than 18/30), the final exam will consist of an oral dissertation concerning the remaining part of the

	<p>teaching program. The final grade will be calculated as the average of the grade of the middle-term exam and the grade of the final exam.</p> <p>Non-Italian students may be examined in English language, according to the aforesaid procedures.</p>
Evaluation criteria	<ul style="list-style-type: none"> • Knowledge and understanding <ul style="list-style-type: none"> ○ Knowledge of the meaning of quality applied to agro-food products and explain the importance of quality as a lever to enhance the competitiveness of agro-food businesses; ○ Knowledge of the main features of quality certification schemes of interest for farmers involved in crop productions. • Applying knowledge and understanding <ul style="list-style-type: none"> ○ Knowledge about how to implement the main quality certification schemes for crop productions. • Autonomy of judgment <ul style="list-style-type: none"> ○ Ability to evaluate the strategic importance of the quality standards according to the various structural and organizational contexts in which agro-food businesses operate. • Communicating knowledge and understanding <ul style="list-style-type: none"> ○ Using technical language properly and correctly in discussing issues related to quality of food products and quality schemes. • Communication skills <ul style="list-style-type: none"> ○ Using an appropriate and correct technical language in the discussion of issues relating to the features that characterize the main quality standards of crop productions. • Capacities to continue learning <ul style="list-style-type: none"> ○ Ability to apply the skills acquired to learn the advancement of quality certification schemes of crop productions.
Criteria for assessment and attribution of the final mark	<p>The assessment of the student's preparation is based on predetermined criteria in accordance with the Didactic Regulations of the Master's Degree Course in Plant Medicine.</p> <p>The Examination Committee has a score ranging from a minimum of 18 to a maximum of 30 points for a positive assessment of the student's performance. By unanimous vote of its members, the Board may award honours in cases where the final mark is 30.</p>
Additional information	
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