



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	
ACADEMIC YEAR	
ANNO ACCADEMICO EROGAZIONE	
SUBJECT	
CODE	
SCIENTIFIC SECTOR(S)	
HEAD PROFESSOR(S)	COLUMBA PIETRO Professore Ordinario Univ. di PALERMO
OTHER PROFESSOR(S)	COLUMBA PIETRO Professore Ordinario Univ. di PALERMO BACARELLA SIMONA Professore Associato Univ. di PALERMO
CREDITS	
PROPAEDEUTICAL SUBJECTS	
MUTUALIZATION	
YEAR	
TERM (SEMESTER)	
ATTENDANCE	
EVALUATION	
TEACHER OFFICE HOURS	BACARELLA SIMONA Monday 09:00 12:00 Studio N° 118- Dip. SAAF ex Settore Economia Wednesday 09:00 12:00 Studio N° 118- Dip. SAAF ex Settore Economia COLUMBA PIETRO Monday 11:00 13:00 Ufficio del Docente Thursday 10:00 12:00 Ufficio del Docente

PREREQUISITES	Students must have basic knowledge of agricultural economics that are normally given in the degree courses of the L25 class. Students coming from different degree programs should have a basic knowledge of the economy principles and of the market economy.
LEARNING OUTCOMES	<p>Knowledge and understanding The course provides the student with knowledge of the certification procedures, the adaptation of enterprise, the economic issues related to quality. Students acquire the ability to understand the effectiveness of management strategies based on the quality and the influence of relational and social systems in determining the competitiveness of the territory. In addition, students acquire professional skills to understand issues related to lifestyles and food consumption patterns and of technical knowledge for the promotion and valorisation of products in the food system. Ability to use the specific language of this discipline.</p> <p>Applying knowledge and understanding The study of real cases aims to achieve the ability to apply theoretical knowledge to business problems, understanding the true scope and economic implications: obtaining financial support, compliance with regulatory requirements, organization of initiatives involving various operators in the industry as well as authorities and institutions around development initiatives, the organization of supply, the valorisation of the products; ability to operate in the field of commercial exploitation through marketing strategies.</p> <p>Making judgements As a learning result of given contents, students acquire independent judgment regarding business decisions: feasibility, cost effectiveness, strategic opportunities, impact on the environment and the community. They also acquire the ability to assess the implications of socio-cultural determinants that characterize the food system - production, distribution and consumption - the social implications of communication of quality and healthiness of food.</p> <p>Communication Preparing original works, including group works, to be presented to the classroom, develops the ability to communicate objectives, opportunities, environmental impact, difficulties and benefits of the business initiatives undertaken either singly or in association between companies or operators of the agricultural system.</p> <p>Lifelong learning skills The skills acquired during the course will enable students to continue learning independently, taking care of the study of research articles, regulatory changes, capturing the significant features. Graduates will be able to gain access to advanced levels of training as the second level master courses and specialist seminars in the field of quality and agri-food marketing.</p>
ASSESSMENT METHODS	<p>The assessment of student's learning rely on at least two tests. At the end of the course a final written check is carried out. This test can be a presentation to the classroom, by each student, of a preliminary draft that illustrates a hypothetical start-up based on the enhancement of quality agri-food. If the project is positively valuated, teachers may approve the related credits and attribute the examination vote. Subsequent exam sessions involve an oral examination only. The minimum vote (18/30) is given to those who demonstrate clear knowledge of the core content of the course. An intermediate evaluation (19-25 / 30) is given to those who demonstrate an understanding of the disciplinary content, though with obvious gaps. An average-high evaluation (26-29 / 30) is given to those who demonstrate an understanding of the disciplinary content with slight gaps. A high rating (30-30 credits / 30) is given to those who demonstrate a complete understanding of the disciplinary content and the autonomous ability to process them.</p>
TEACHING METHODS	Front lessons will represent about the 70% of the total didactic time. The remaining time is dedicated to exercises, in itinere test and to one ore more didactic outdoor activities, like farm or factory visits.