



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	
ACADEMIC YEAR	
ANNO ACCADEMICO EROGAZIONE	
SUBJECT	
CODE	
SCIENTIFIC SECTOR(S)	
HEAD PROFESSOR(S)	GALATI ANTONINO Professore Associato Univ. di PALERMO
OTHER PROFESSOR(S)	
CREDITS	
PROPAEDEUTICAL SUBJECTS	
MUTUALIZATION	
YEAR	
TERM (SEMESTER)	
ATTENDANCE	
EVALUATION	
TEACHER OFFICE HOURS	GALATI ANTONINO Monday 14:00 16:00 Dipartimento SAAF, Edificio 4, Ingresso A, Piano 1, Ufficio 33 Wednesday 11:00 13:00 Sede del Corso di Laurea in Viticoltura ed Enologia - Studio 3 AGR/01

<p>PREREQUISITES</p>	<p>Basic knowledge of Forestry economics and policy acquired during the bachelor's degree</p>
<p>LEARNING OUTCOMES</p>	<p>Knowledge and understanding Knowledge of the management principles necessary to a correct interpretation of the socio-economic and management needs of firms operating in the agro-forestry industry and knowledge of the main methods of strategic and accounting analysis. Applying knowledge and understanding The analytical tools provided, will enable students to interpret, through the determination of the financial statement indices, and draw judgments aware for an effective strategic-management, and to detect critical issues that imply the reorientation of those undertakings in the market. Making judgments The provided tools, will allow a clear assessment of the implications and results of the application of government instruments and firm management of agro-forestry firms, and their performance. Ability to design management models for such firms. Communication skills Students will be able, using a specific economic language, to discuss studied and analyzed topics, framing them in the current process of change which affects the agro-forestry industry in the European and international context. They, will also have the ability to expose the main concepts of business economics and the tools of business management and will be able to clarify the effects of the application of these instruments on the business system. Finally, they will have the ability to present the results of the financial statement of the agro-forestry firms. Learning ability Learning skills acquired throughout the course will be evaluated through periodic assessment at the end of an instructional unit, that require a personal detailed study.</p>
<p>ASSESSMENT METHODS</p>	<p>Learning skills acquired throughout the course will be evaluated through periodic assessment at the end of an instructional unit, that require a personal detailed study. It is, also, expected a final assessment which consists of an oral exam that consists of an interview concerning the topics studied. This exam allows one to evaluate, in addition to knowledge of the candidate and his ability to apply them, even the possession of an appropriate scientific language. The final assessment, properly graded, will be formulated on the basis of the following conditions: a) Basic knowledge of the management principles applied in the agro-forestry firms and limited ability to apply themselves in new situations, sufficient capacity for analysis of the presented phenomena (18-21 rating); b) good knowledge of the management principles applied in the agro-forestry firms and ability to apply them independently in situations similar to those studied, discrete analysis capabilities of the presented phenomena (22-25 rating); c) in-depth knowledge of the management principles applied in the agro-forestry firms and ability to apply them in different conditions, but not always readily and following a linear approach, good capacity of analysis of the presented phenomena (26-28 rating); d) deep and widespread knowledge of the management principles applied in the agro-forestry firms and ability to apply them promptly and correctly to different socio-economic conditions, excellent analytical skills of the presented phenomena (29-30L vote).</p>
<p>EDUCATIONAL OBJECTIVES</p>	<p>The aim of the course is to provide the general principles of the firms management and then the technical and managerial knowledge for the firms operation with specific reference to those operating in the agro-forestry industry. Knowledge of the management principles is necessary for the understanding of the organizational and operational logic of businesses through the qualification of the size of the business system, investigating aspects related to the purely economic and financial issue, to those ethical such as the corporate social responsibility and he sustainability in the agro-forestry firms, the role of skills and strategic tools to be taken to improve the competitiveness of firms in the market.</p>
<p>TEACHING METHODS</p>	<p>The course is semestral and takes place in the first semester of the second level Italian degree course in Forestry and Agro-Environmental Science and Technology, Curriculum Management of forest systems. The teaching activity is developed through lectures and exercises. The latter are designed to test the ability to apply knowledge and are a useful training to the ultimate test examination.</p>
<p>SUGGESTED BIBLIOGRAPHY</p>	<p>Grant Robert M., 2011, L'analisi strategica per le decisioni aziendali, Il Mulino</p>

SYLLABUS

Hrs	Frontal teaching
2	Introduction and reminder of the essential principles of agricultural economics
6	Knowledge of the management principles and transfer in agricultural and Forestry
8	Cost management and Management accounting in the agro-forestry firms
4	Labour Organisation and Competencies: specificity for small and medium enterprises (Learning and skills, entrepreneurial skills, the reference model for the identification of entrepreneurial skills)
4	The Corporate Social Responsibility (The historical journey of reflection on the corporate social responsibility, the main driver of CSR, the main reference ethical theories, elements of an ethical vision for the enterprise development)
4	The role of voluntary certification in the agro-forestry firms. The main environmental and forest certifications. Adopting certification as a successful tool for agro-forestry firms.
6	Logistics, Supply Chain and Network Management. Concept of value chain. Comparative advantage analysis: Domestic Resource Costs. Networks as conceptual basics for SCM solutions . Holistic approach of value chain management: coordination, decision-making, controlling, incentives and information in a system. Value-chain analysis: research and assessment methods Logistics in procurement, production, distribution and waste disposal. Logistics on strategic, tactical and operational level. Organizational forms and processes in logistics
6	Consumer behavior, markets and trade. Consumer behavior, psychology and choice. Market and price theory, pricing strategies. Economics of international trade and vertical markets (incl. the role of exchange rates). Characteristics of agricultural, food and timber/forest products markets in different countries, with presentation of selected case studies. Framework conditions: market organizations and trade policy, national and international legislation and regulation, trade agreements and international terms (incl. WTO, Incoterms, etc.). Access to market data and conducting market analyses.
2	Integrated natural resources, management and climate change
2	Forestry company evaluation
Hrs	Practice
16	Exercises