



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Scienze Agrarie, Alimentari e Forestali		
ACADEMIC YEAR	2018/2019		
MASTER'S DEGREE (MSC)	FIRM AND QUALITY FOR THE AGRICULTURAL AND FOOD SYSTEM		
INTEGRATED COURSE	ECONOMICS AND MARKETING OF AGRI-FOOD INDUSTRY		
CODE	18595		
MODULES	Yes		
NUMBER OF MODULES	2		
SCIENTIFIC SECTOR(S)	AGR/01		
HEAD PROFESSOR(S)	BORSELLINO VALERIA	Professore Associato	Univ. di PALERMO
OTHER PROFESSOR(S)	BORSELLINO VALERIA	Professore Associato	Univ. di PALERMO
	MIGLIORE GIUSEPPINA	Professore Associato	Univ. di PALERMO
CREDITS	12		
PROPAEDEUTICAL SUBJECTS			
MUTUALIZATION			
YEAR	1		
TERM (SEMESTER)	2° semester		
ATTENDANCE	Not mandatory		
EVALUATION	Out of 30		
TEACHER OFFICE HOURS	<p>BORSELLINO VALERIA</p> <p>Monday 11:00 12:00 Dipartimento di Scienze Agrarie, Alimentari e Forestali, edificio 4, primo piano, studio 104. Altri giorni e altri orari per il ricevimento possono essere concordati con la docente</p> <p>Thursday 11:00 12:00 Dipartimento di Scienze Agrarie, Alimentari e Forestali, edificio 4, primo piano, studio 104. Altri giorni e altri orari per il ricevimento possono essere concordati con la docente</p> <p>MIGLIORE GIUSEPPINA</p> <p>Monday 10:00 12:00 Dipartimento di Scienze Agrarie, Alimentari e Forestali, edificio 4, primo piano, studio 113</p> <p>Tuesday 10:00 11:00 Tutoraggio didattico - Presso Dipartimento di Scienze Agrarie, Alimentari e Forestali, ed. 4, primo piano, studio 113. In alternativa, il ricevimento può essere svolto a distanza attraverso il seguente link https://teams.microsoft.com/j/team/19%3a509a852209494c8a80b76ccaeaed355f%40thread.tacv2/conversations?groupId=3ad9589d-9e25-4379-a5e6-f0d1f6b263be&tenantId=bf17c3fc-3ccd-4f1e-8546-88fa851b2</p> <p>Thursday 9:00 11:00 Dipartimento di Scienze Agrarie, Alimentari e Forestali, edificio 4, primo piano, studio 113</p> <p>Friday 11:00 13:00 Dipartimento di Scienze Agrarie, Alimentari e Forestali, edificio 4, primo piano, studio 113</p>		

PREREQUISITES	Students should possess the basic knowledge of Fundamentals of Economic, General economics, and Economic policy.
LEARNING OUTCOMES	<p>Knowledge and understanding The course aims to provide the elements for the knowledge of the conditions of the agro-food market and the organization of marketing, with a particular focus on the market of agro-zootechnical products. Through the course, students acquire basic knowledge on the main analysis methodologies on strategic and accounting analysis of agro-zootechnical enterprises, as well as the understanding of the conditions of existence of the agri- zootechnical enterprise and the interpretation of the related socio-economic-management needs. The course also provides the elements for the knowledge of strategic marketing planning within the company.</p> <p>Applying knowledge and understanding Interpretation of the relationships between business and environment. Reading and interpreting, through the determination of the related indexes, a financial statement to make informed judgments for an effective strategic management of the company. Ability to detect the criticisms that involve the reorganization of these companies, as well as the supply organization and the valorisation of the products. The presentation and processing of case studies, moreover, is aimed at acquiring the capacity to operate in the field of commercial valorization of agro-zootechnical products through targeted marketing strategies.</p> <p>Autonomy of judgment Following the learning of the contents administered, the student acquires autonomous ability to evaluate the implications of the socio-cultural determinants that characterize the agri-food system - production, distribution and consumption - the effects of the communication of quality, healthiness and sustainability. environmental aspects of agro-zootechnical productions. Students will be able to evaluate the implications and the results of the application of the management tools of the agro-zootechnical enterprise, as well as its performance.</p> <p>Communication skills Ability to use the specific language of the subject and to relate to the topics studied and analyzed by framing them in the current process of change that involves the agri-food sector, with particular reference to the agro-zootechnical sector, in the European Union context. Ability to expose the main concepts of the business economy and the management of the agro-zootechnical enterprise, as well as the results of the accounting balance of the agrozootechnical company. Furthermore, the student will acquire the ability to relate on the main strategic marketing planning tools.</p> <p>Learning skills The skills acquired during the course will allow the student to continue learning by studying the results of researches, articles, normative innovations, and understanding their significant traits. At the end of the training course, the master's degree will be in a position to access advanced levels of training such as second-level masters, in-depth courses and specialized seminars in the field of agri-food marketing and the agro-food economy, with particular reference on the agro-zootechnical sector.</p>
ASSESSMENT METHODS	<p>Final assessment aims to evaluate both the student has knowledge and understanding of the topics, and the interpretative competence and independence of judgment in concrete cases.</p> <p>For the "Business economics and strategies" discipline, a written test (even intermediate test for students attending classes) is scheduled to verify whether the student has kept skills and disciplinary knowledge provided by the teaching (the test lasts about one hour); then a short oral exam follows, aimed at verifying, not only the knowledge acquired and the processing capacity, but also the possessing of an adequate display capacity. The topics of the exam will be those covered during the course and indicated in the program. Students will be then led to reflect on main issues about the management of an agrifood firm.</p> <p>For the "Market economy and Marketing of agro-zootechnical products" course, a final assessment is foreseen, by drafting a Strategic Marketing planning of a case study and an oral exam.</p> <p>The exam is passed if the mark, expressed in thirtieths, is at least 18/30 for both courses. The evaluation is determined on the basis of the following criteria:</p> <ul style="list-style-type: none"> -The minimum mark (18/30) is given to those who demonstrate a basic understanding of the core content of the course. -A low evaluation (19-22 / 30) is given to those who demonstrate an understanding of the disciplinary content, although with obvious gaps. -An intermediate evaluation (23-25 / 30) is given to those who demonstrate an understanding of the disciplinary content, although with some gaps.

	<p>-An average-high evaluation (26-29 / 30) is given to those who demonstrate an understanding of the disciplinary content with slight gaps.</p> <p>-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> <p>The final mark, expressed in thirtieths, is given by the arithmetic mean of the marks obtained in the two courses.</p>
TEACHING METHODS	The teaching method provides for both disciplines, in addition to traditional lectures, exercises to prepare for the written test, agrifood companies visits, classroom discussion of case studies and the presentation of management experiences by corporate witnesses selected on the base of their experience and skills.

MODULE MARKET ECONOMICS AND MARKETING OF AGRI-ZOOTECHNICAL PRODUCTS

Prof.ssa GIUSEPPINA MIGLIORE

SUGGESTED BIBLIOGRAPHY

Kotler P, Amstrong G., Ancarani F., Costabile M. (2015). Principi di Marketing. Pearson Ed.
Peter J.P., Donnelly J.H.Jr., Pratesi C.A. (2013). Marketing, McGraw-Hill Ed.

Appunti delle lezioni e materiale didattico fornito dal docente durante il corso.

AMBIT	50547-Discipline economico gestionali
INDIVIDUAL STUDY (Hrs)	90
COURSE ACTIVITY (Hrs)	60

EDUCATIONAL OBJECTIVES OF THE MODULE

The course aims to provide students with the basic skills for managing a strategic marketing process within the agribusiness enterprise. The approach followed is that of the supply chain, oriented to the enhancement of the quality and economic, social and environmental sustainability of agro-zootechnical productions. The course also aims to provide students with the knowledge and tools for the application of agri-food marketing in relation to consumers characteristics and new consumption trends, and the main factors characterizing the agro-zootechnical production and its distribution and communication, as well as to identify the appropriate tools for implementing appropriate strategies through a marketing plan aimed at enhancing agro-zootechnical products on market.

SYLLABUS

Hrs	Frontal teaching
1	Introduction to the Course: objectives, contents, methods of work, exams.
4	Agri-food marketing e Marketing processes
4	The market for agri-food products and consumers: characterization of consumer goods
4	Consumer behavior, purchasing process and interpretative models.
6	Evolution of food consumption patterns related to health, animal welfare and social, economic and environmental sustainability.
2	Consumption trend in Italy
4	Marketing plan: Designing the strategy and the relationship with consumers
4	Market segmentation and Marketing mix
4	The product; life cycle of the product; Packaging, labels and certifications
3	The Price: economic and competitive relevance; determination and pricing policies.
3	Commercial distribution: choices relating to distribution channels
5	Communicate to the market. Communication strategies. Promotional and communication tools
Hrs	Practice
8	Practical applications on issues related to market and agri-food marketing, analysis of communication through websites and social networks pages of agri-food enterprises and simulation of a marketing process in the business environment.
Hrs	Others
8	Educational visits at agro-zootechnical enterprises

MODULE ECONOMICS AND STRATEGY FOR BUSINESS

Prof.ssa VALERIA BORSELLINO

SUGGESTED BIBLIOGRAPHY

Torquati B., 2003, Economia e gestione dell'impresa agraria. Edagricole, Bologna
 Sciarelli S., 2017, La gestione dell'impresa. Tra teoria e pratica aziendale, Cedam-Wolters Kluwer
 Barney Jay B., 2006, Risorse, competenze e vantaggi competitivi. Manuale di strategia aziendale, Carocci.
 Lipparini A. (a cura di). 2007, Economia e gestione delle imprese. Il Mulino.
 Grant Robert M., 2011, L'analisi strategica per le decisioni aziendali, Il Mulino
 Altro materiale sara' fornito durante il corso.

AMBIT	50547-Discipline economico gestionali
INDIVIDUAL STUDY (Hrs)	90
COURSE ACTIVITY (Hrs)	60

EDUCATIONAL OBJECTIVES OF THE MODULE

The course aims to provide students with the main theoretical and practical tools to better understand the economic management of agro-zootechnical enterprises, as well as companies that process and market products of animal origin, and to understand their main dynamics in developing. It will also provide the basic elements useful to find of the sources of competitive advantage and of the success of the business and corporate strategy, as well as for the reading of a financial statement and the assessment of company performance.

SYLLABUS

Hrs	Frontal teaching
1	Objectives of the course and its subdivision.
10	Elements of business economics: - Civil law definition of entrepreneur and different types of enterprises. The enterprise as a socio-technical system. The enterprise as a cognitive system. The enterprise as a sustainable system. Corporate Social Responsibility. - The variety of national and sectoral contexts. - Enterprise, environment, market: the relationship between the enterprise and the competitive environment. The concepts of environment and market. The general subsystems of the environmental context. Relations with the micro-environment and the macro-environment. -The corporate people. Entrepreneur and Manager. Theories on the entrepreneurial goals. Stakeholder theory. - Roles and functions of the enterprise. - The company as an efficient transformation system.
8	The management operations. The production process cycles. The dynamics of values: financial and economic values of income and capital. The table of sources and uses. Financial statements. Analysis of business capital. The balance sheet. Income analysis. The income statement. The Italian format of the income statement. The balance sheet ratios.
17	Business development: strategic and organizational processes. Strategies, models and tools for growth. The concept of strategy. Mission and Vision. Strategy formulation process: - The definition of the business. - Analysis of external factors: structure-conduct-performance paradigm. The five forces framework (Porter). -The analysis of internal factors: the resource-based theory. Resources and skills; Distinctive skills. -Swot analysis. The value chain and competitive advantage. Competitive strategies: cost advantage and differentiation advantage; focus strategy. Development strategies: - single-sector development, horizontal integration and vertical integration. - multi-sector development: production diversification and internationalization.
6	Organizational planning choices. People in companies: management approaches. General principles. Simple structure, Functional structure, Divisional structure. Holding company structure. Project structure. Matrix structure.
Hrs	Practice
6	Exercises to prepare for the written test with open-ended questions, multi-choise questions, true / false questions.
Hrs	Others
2	Business plan

5	Presentation of management experiences by corporate witnesses selected on the base of their experience and skills in the aim of providing a practical response to the topics discussed in class.
5	Visits to agro-zootechnical enterprises selected on the base of their experience and skills