



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Scienze Agrarie, Alimentari e Forestali
ACADEMIC YEAR	2020/2021
BACHELOR'S DEGREE (BSC)	FORESTRY AND ENVIRONMENTAL SCIENCES
SUBJECT	SUSTAINABLE BUSINESS MODELS IN THE AGRI-FOOD SECTOR
TYPE OF EDUCATIONAL ACTIVITY	D
AMBIT	10517-A scelta dello studente
CODE	21171
SCIENTIFIC SECTOR(S)	AGR/01
HEAD PROFESSOR(S)	GALATI ANTONINO Professore Ordinario Univ. di PALERMO
OTHER PROFESSOR(S)	
CREDITS	3
INDIVIDUAL STUDY (Hrs)	51
COURSE ACTIVITY (Hrs)	24
PROPAEDEUTICAL SUBJECTS	
MUTUALIZATION	
YEAR	1
TERM (SEMESTER)	2° semester
ATTENDANCE	Not mandatory
EVALUATION	Out of 30
TEACHER OFFICE HOURS	GALATI ANTONINO Monday 17:00 19:00 Polo Universitario di Trapani, presso il Palazzo Principe di Napoli in via Cappuccini 7, 91100 - Trapani Tuesday 14:00 16:00 Dipartimento SAAF, Edificio 4, Ingresso A, Piano 1, Ufficio 110

PREREQUISITES	Basic knowledge of fundamental economics principles
LEARNING OUTCOMES	<p>Knowledge and understanding Knowledge of the management principles necessary to a correct interpretation of the economic and management needs of firms operating in the agro-food and forestry industry committed in the field of sustainability and knowledge of the main strategic tools to adopt a pro-active approach to the business sustainability. Applying knowledge and understanding The analytical tools provided will enable students to interpret and draw judgments aware for an effective strategic-management of a business that adopts a sustainable approach and identify the critical issues and barriers that hinder the socially and environmentally responsible behavior of businesses.</p> <p>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-food and forestry firms and its pro-active approach to sustainability. Ability to outline sustainable business models.</p> <p>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 strongly oriented towards sustainability. They will also have the ability to expose the main concepts of business economics and the sustainable tools of business management and will be able to clarify the effects of the application of these instruments on the business success. Finally, they will have the ability to present the results of the financial statement of the agro-forestry firms.</p> <p>Learning ability Learning skills acquired throughout the course will be evaluated through practical exercises at the end of an instructional unit and working group, that requires a personal detailed study.</p>
ASSESSMENT METHODS	<p>Learning skills acquired throughout the course will be evaluated through practical exercises and working group at the end of an instructional unit, and working group, that require a personal detailed study. It is, also, expected a final assessment which consists of an oral exam that consists of an interview based on open questions 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.</p> <p>The final assessment, expressed in thirtieths, will be formulated on the basis of the following conditions:</p> <p>a) Basic knowledge of the management principles applied in the agro-forestry firms, limited ability to apply themselves in new situations, sufficient capacity for analysis of the presented phenomena, exposure capacity not sufficiently articulated (18-21 rating);</p> <p>b) good knowledge of the management principles applied in the agro-forestry firms, ability to apply them independently in situations similar to those studied, discrete analysis capabilities of the presented phenomena, discrete exposure capacity (22-25 rating);</p> <p>c) in-depth knowledge of the management principles applied in the agro-forestry firms, ability to apply them in different conditions, but not always readily and following a linear approach, good capacity of analysis of the presented phenomena and exposure capacity (26-28 rating);</p> <p>d) deep and widespread knowledge of the management principles applied in the agro-forestry firms, ability to apply them promptly and correctly to different socio-economic conditions, excellent analytical skills of the presented phenomena, mastered of managerial language (29-30L vote).</p> <p>The final evaluation take into account to the active participation of students in lectures, practical exercises and activity carried out in the form of participation in working group, to the extent of 40% of the final evaluation itself.</p>
EDUCATIONAL OBJECTIVES	<p>The course "Sustainable Business Models in the agri-food sector" is centered on the concept of sustainability, in its three dimensions, as a strategic tool to ensuring businesses to gain a sustained competitive advantage in an environment characterized by the limited availability of resources, creating benefits for all stakeholders, both internal and external. The aim of the course is to provide knowledge of the basic management principles necessary for the understanding of the organizational and operational logic of businesses oriented towards the sustainability and the skills to integrate this knowledge into business operations and functions throughout their organization and value chains.</p>
TEACHING METHODS	<p>The course is six-monthly and takes place in the first semester of the first level Italian degree courses in Forestry and Environmental Sciences and Agricultural Engineering. The teaching activity is developed through lectures, practical exercises, and group work. The practical exercises are designed to test the ability to apply knowledge and are a useful training to the ultimate test examination, and are addressed to provide to the student a more in-depth understanding of the technical aspects related to the environmental</p>

	performance of firms operating in the agri-food industry. Group projects can help students develop a host of skills in the field of the sustainable management of firms operating in the agri-food sector.
SUGGESTED BIBLIOGRAPHY	Shams, S. R., Vrontis, D., Weber, Y., Tsoukatos, E., & Galati, A. (Eds.). (2019). Stakeholder Engagement and Sustainability. Routledge. Marsden, T., & Morley, A. (Eds.). (2014). Sustainable food systems: building a new paradigm. Routledge.

SYLLABUS

Hrs	Frontal teaching
2	Policy instruments to guarantee sustainability and the role of business in shaping a sustainable economy. The circular economy paradigm applied to the agri-food and forestry firms
6	The firm as a sustainable system. The concept of sustainability applied to the firm. The sustainability approach: 4 phases. The determinants of sustainability. Sustainability and competitive advantage. Sustainable business and functional areas of implementation of the sustainability principles. Case study analysis. Environmental balance analysis.
2	Open innovation and sustainability. Open innovation and value co-creation
2	Stakeholder engagement and sustainability. How businesses can work together with external stakeholders (other business, government, non-profit actors, etc.) to reach sustainable aims. The stakeholder engagement phases. Stakeholder engagement and innovation. The materiality matrix.
4	Communication and marketing. Strategies to communicate corporate commitment in the field of sustainability to both external and internal stakeholders. Green marketing strategies and voluntary certifications as marketing tools
3	Sustainable food supply chain. Food supply chain and globalization. Food supply chain and food system. Alternative food systems. Organic foods and system change. Food systems and environmental impact. Policy implications.
Hrs	Practice
5	Practical exercises and working groups